

00174

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (EMBA IHM)**

Term-End Examination

June, 2014

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

-
-
1. Explain the different forms of Business Organisations. 20
 2. What is the role of women entrepreneurs in the social and economic development of a region ? Explain with examples. 20
 3. Draw and explain the organisational chart of the food and beverage department of a hotel. 20
 4. Illustrate with examples, the qualities and attributes of a successful manager. 10+10=20
 5. Write short notes on : 4x5=20
 - (a) Define Entrepreneurship
 - (b) Market Survey
 - (c) Define Menu
 - (d) QSR
 6. How will you conduct a market survey before opening a restaurant ? Explain with examples. 20

7. Write a note on the laws that affect hospitality business. 20
8. What are the factors to consider before planning a Menu ? Discuss the importance of regional cuisine in Menu planning. 14+6=20
9. Discuss the incentives provided by State and Central Government to entrepreneurs interested in starting hospitality business. 20
10. Write short notes on **any two** : 2x10=20
- (a) Role of voluntary organisations in running a business
 - (b) Planning a Fine Dining Restaurant
 - (c) Identifying Opportunities as an Entrepreneur
-