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

Term-End Examination

June, 2018

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss the role of women entrepreneurs in the social and economic development of a region with the help of examples. 20
2. What is the role of a manager in an organisation ?
What are the attributes of a successful manager ? 20
3. Draw and explain organisational chart of the Food and Beverage Service Department of a 5 Star hotel. 20
4. Discuss the various incentives and facilities for entrepreneur in the food service industry provided by the Central Government. 20
5. Write short notes on any two : 2x10=20
 - (a) Entrepreneurship.
 - (b) Types of Business Organisations
 - (c) Market Demand

6. Discuss various government policies that affect the food service industry. 20
 7. What do you understand by Professional Consultants ? Explain with examples their role in running a hospitality business. 20
 8. Write a detailed note on food service systems and their development. 20
 9. Discuss with examples the various types of operations seen in the hospitality business. 20
 10. Write short notes on any two : 2x10=20
 - (a) Clientele consideration for menu planning.
 - (b) Laws governing food service industry.
 - (c) Tying up with vendors and dealers in hospitality venture.
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