

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

Term-End Examination

June, 2015

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Write short notes on :
 - (a) Working Capital
 - (b) Multi unit
 - (c) Royalty
 - (d) Pvt. Ltd. Company
2. Write an essay on the "Role of women entrepreneur in the modern economy".
3. Throw some light on various incentives offered by government to young entrepreneurs. Support your answer with suitable examples.
4. Critically analyse different theories of entrepreneurship.

5. Write short notes on : (**any two**)
 - (a) TFCI
 - (b) Franchise
 - (c) Team building
 - (d) Marketing Plan

 6. Discuss various legal implications that are supposed to be considered while planning a Hotel Project.

 7. Discuss various factors that you will consider, while building supply chain for your Catering unit.

 8. Draw an Organization Structure of a Front Office in a 5 - star hotel. Also discuss the duties and responsibilities of front office manager.

 9. Write a critical note on Franchise. Also discuss its effect on Indian hospitality industry.

 10. Write short notes : (**any two**)
 - (a) Clientele consideration
 - (b) Menu consideration
 - (c) Site selection
 - (d) Space mobility
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