

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

Term-End Examination

December, 2013

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. What is meant by Entrepreneurial Competencies ? 20
How can we develop them ?
 2. Explain the various types of management 20
operation, with examples.
 3. Draw and explain the organisational 20
chart of a kitchen in 5 star hotel.
 4. Write a note on Government policies that affect 20
the food service industry.
 5. Write short notes : 20
 - (a) Qualities of a Manager
 - (b) Family Owned Business
 - (c) Catering system
 - (d) Flow pattern

6. Explain the need of tying up with vendors, dealers and others before opening a hospitality operation. 20
 7. Discuss with examples the financial and clientele consideration for opening a fast food service unit. 20
 8. Discuss the relevance of opportunity scanning. Mention the steps involved in the Zeoring Process. 20
 9. Write a note on the role of consultants, and voluntary organisations in running a business. 20
 10. Write notes on any two : 2x10=20
 - (a) Women Entrepreneurs
 - (b) Types of Franchises
 - (c) Hotel Laws
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