

00370

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

Term-End Examination

June, 2016

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*

1. What do you understand by Entrepreneurship ? 20
What are the qualities of a successful entrepreneur ? Elaborate citing example of a successful entrepreneur of your choice.
2. Enumerate and explain the types of business 20
organisations based on their operations. Explain with help of examples.
3. Discuss the impact of government policies on the 20
Food Service Industry. Substantiate your answer with suitable examples and relevant policies.
4. Explain, with the help of examples, the role of 20
vendors and dealers in the operations of a hospitality business.

5. Write short notes on any two of the following : 2x10=20
- (a) Government Policies and Hospitality Industry.
 - (b) Women Entrepreneurs and Social Development.
 - (c) Identifying entrepreneurial opportunities.
6. What are the factors to be considered before planning a Menu ? Explain with the help of examples. 20
7. What do you understand by Market Survey ? How will you conduct market survey before starting a B & B service in a popular tourist destination ? 20
8. Write a note on the role of various agencies and voluntary organisations in starting a small business. Substantiate your answer with suitable examples. 20
9. What is the relevance of opportunity scanning ? What are the steps involved in the Zeroing Process ? 20
10. Write short notes on any two of the following : 2x10=20
- (a) Types of Loans
 - (b) Manager's Role
 - (c) Institutional Catering System
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