

B. A. DEGREE EXAMINATION APRIL 2022
BRANCH I A – HISTORY AND TOURISM
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : ENTREPRENEURSHIP IN TOURISM INDUSTRY
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS:
(10 X 3 = 30)

1. What is entrepreneurship?
2. Bricolage
3. Motivational cycle
4. Entrepreneurial climate
5. Ventures and startups
6. Linkages
7. Bootstrapping
8. Feasibility report
9. Sole proprietorship
10. Private limited companies

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:
(5 X 8 = 40)

11. Briefly describe the evolution of entrepreneurship in history and in the academic field.
12. Write a note on private, state and joint entrepreneurship with special reference to tourism.
13. Give a brief account of the concept of entrepreneurship.
14. Briefly explain the various factors motivating entrepreneurs.
15. Explain the various competencies necessary for success in entrepreneurship.
16. Explore the role of women in tourism entrepreneurship. What are some of the challenges they face?
17. Discuss the role of financial planning in the enterprise at the startup stage.
18. Assess the government support in financing entrepreneurship in India, with special reference to India.

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:
(3 X 10 = 30)

19. a) Describe the functions of entrepreneurship in the economy.
(OR)
b) Describe the functions of the entrepreneur in the new enterprise.
20. a) Give a detailed account of the theories of entrepreneurial motivation.
(OR)
b) Trace the role of entrepreneurship in economic development.
21. a) Outline the various stages of the entrepreneurial process.
(OR)
b) Why should an entrepreneur write down a business plan? Describe the various elements of a business plan and good practices for writing one.

