

B. A. DEGREE EXAMINATION APRIL 2023
BRANCH I A – HISTORY AND TOURISM
SIXTH 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. Who is an entrepreneur?
2. Write any 5 characteristics of a successful entrepreneur.
3. Explain, on what basis Entrepreneurs are classified?
4. Write any 5 Myth about Entrepreneurship.
5. Define Entrepreneurial competencies.
6. Explain Trading, Corporate and Agriculture entrepreneurs.
7. Differentiate Start-up and Venture.
8. What is a business plan?
9. Describe Feasibility Report.
10. Define Partnership.

SECTION – B

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

11. Discuss the functions of entrepreneurship.
12. What are the challenges faced by Small scale entrepreneurs?
13. Explain motivational cycle and its classifications.
14. Describe the role of Government institution in promoting entrepreneurship.
15. What are the factors that affect entrepreneurial growth?
16. Elucidate the importance and need for financial planning.
17. Describe the key components of business plan.
18. Give an account on Sole proprietorship and Partnership.

SECTION – C

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

19. a) Explain the types of Entrepreneurs.
(OR)
b) Illuminate the role of Entrepreneurship in economic development.
20. a) Explain Entrepreneurial process and its stages.
(OR)
b) Discuss the role of women entrepreneurs in Tourism Industry.
21. a) Write an essay on the role of technology in Tourism business.
(OR)
b) Describe the challenges in Tourism entrepreneurship.