

**B. A. DEGREE EXAMINATION APRIL 2024**  
**BRANCH I A – HISTORY AND TOURISM**  
**SIXTH SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ENTREPRENEURSHIP IN TOURISM INDUSTRY**  
**SUBJECT CODE : 19HS/ME/ET45**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS:**

**(10 X 3 = 30)**

1. Write a short note on Entrepreneurship.
2. Outline the basics of Entrepreneurship.
3. Classify the factors motivating entrepreneurs.
4. Define Entrepreneurial motivation.
5. Differentiate Startups and small business ventures.
6. Identify the major competencies of entrepreneur.
7. Explain briefly on the purpose of feasibility report.
8. Give a short note on the role of Government in financial services.
9. Discuss on the features of sole proprietorship.
10. Represent the ways for selecting appropriate form of business ownership.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:**

**(5 X 8 = 40)**

11. Analyze various functions of Entrepreneurship.
12. Interpret the salient features of entrepreneurial motivational cycle.
13. Categorise in brief about Entrepreneurship process.
14. Appraise the importance of financial planning in Entrepreneur.
15. Examine the role of technology in tourism business.
16. Write a short note on myths of entrepreneurship.
17. Illustrate on the challenges of HR in the Hospitality Industry.
18. List out the major forms of business organisations.

**SECTION – C**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:**

**(3 X 10 = 30)**

- 19 (a). Evaluate in detail about the types of Entrepreneurship.  
**(OR)**  
(b). Elaborate on the evolution of entrepreneurship.
- 20 (a). Write an essay on the application of motivation theories to tourism.  
**(OR)**  
(b). Appreciate the role of Entrepreneurship in economic Development.
- 21 (a). Explain in detail about the factors influencing Entrepreneurship growth.  
**(OR)**  
(b). Estimate in detail on the skill components required for tourism Entrepreneur.