

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019– 2020 & thereafter)

B.Voc. DEGREE EXAMINATION, APRIL 2024
TOURISM AND HOSPITALITY
SIXTH SEMESTER

COURSE : MAJOR - CORE
PAPER : ENTREPRENEURSHIP IN TOURISM
SUBJECT CODE : 19VT/VM/EI66
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10 X 3 = 30)

1. Entrepreneurship
2. Motivation
3. Risk factor
4. Policies
5. Entrepreneur
6. Start-ups
7. Finance
8. Competencies
9. Ventures
10. Technology

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5 X 8 = 40)

11. Write a note on different types of entrepreneurships.
12. Explain the characteristics of entrepreneurships.
13. Write a note on key concept of entrepreneurship.
14. What is the use of technology used in tourism entrepreneurship?
15. Write a note on importance of entrepreneurship.
16. Write a note on the objectives of a financial plan.
17. What are entrepreneur traits in tourism?
18. State the merits and demerits of entrepreneurship.

SECTION – C

III. ANSWER THE FOLLOWING IN 1000 WORDS EACH. (3 X 10 = 30)

19. a. Elucidate on the prominent push and pull factors towards choosing entrepreneurship as carrier option.

(OR)

- b. Explain in detail on women entrepreneurship.

20. a. Elucidate on the challenges faced by tourism entrepreneur.

(OR)

- b. Elucidate on major tourism entrepreneurial competencies.

21. a. Elucidate on role of government in motivating tourism entrepreneur.

(OR)

- b. Explain on the role played by government institution in financing.

