

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
(For candidates admitted during the academic year 2023– 2024)

**B. A. DEGREE EXAMINATION, APRIL 2026**  
**TOURISM AND TRAVEL MANAGEMENT**  
**SIXTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : ENTREPRENEURSHIP IN TOURISM**  
**SUBJECT CODE : 23TT/MC/EI64**  
**TIME : 3 HOURS** **MAX.MARKS : 100**

Q. No.	SECTION A (10 × 2 = 20)	CO	KL
	<b>Answer ALL questions in not more than 30 words each.</b>		
1	Define entrepreneurship.	CO1	K1
2	What is meant by entrepreneurial motivation?	CO1	K1
3	List any two types of entrepreneurs.	CO1	K1
4	What is a sole proprietorship?	CO1	K1
5	What is a business plan?	CO1	K1
6	Explain any two functions of an entrepreneur.	CO1	K2
7	Why is entrepreneurship important for economic development?	CO1	K2
8	Explain the meaning of entrepreneurial climate.	CO1	K2
9	State any two HR issues in tourism and hospitality industry.	CO1	K2
10	Why is financial planning important for a tourism entrepreneur?	CO1	K2
Q. No.	SECTION B (4 × 15 = 60)	CO	KL
	<b>Answer any TWO questions from K3 and any TWO questions from K4. Your answers should be in about 800 words each.</b>		
11	Explain the entrepreneurial process in tourism industry with examples.	CO2	K3
12	Discuss the different motivational theories of entrepreneurship.	CO2	K3
13	Describe the role of government in promoting tourism entrepreneurship.	CO2	K3
14	Compare sole proprietorship, partnership and corporate form of business.	CO3	K4
15	Analyse the factors affecting entrepreneurial growth in tourism industry.	CO3	K4
16	Discuss the role of women entrepreneurs in tourism industry.	CO3	K4
Q. No.	SECTION C (4 × 5 = 20)	CO	KL
	<b>Answer any TWO questions from K5 and TWO questions from K6. Your answer should be in about 150 words.</b>		
17	Evaluate any one successful tourism entrepreneur.	CO4	K5
18	Assess the importance of entrepreneurial competencies.	CO4	K5
19	Evaluate the challenges faced by tourism entrepreneurs.	CO4	K5
20	Write a note on the main elements of a business plan and explain how they help a tourism entrepreneur.	CO5	K6
21	Write the steps involved in preparing a feasibility report for a tourism enterprise.	CO5	K6
22	Design a financial plan for a start-up tourism business.	CO5	K6

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