

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BTECH
BRANCH: CS/IT/ECE/PIE/CE/CHEMICAL/CP&P

SEMESTER : VII
SESSION : MO/2022

SUBJECT: HM325 HOTEL ENTREPRENEURSHIP
TIME: 3:00 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 Analyze the primary traits and characteristics of successful entrepreneur. [10]
- Q.2 How to develop start-up ideas? Describe porter 5 forces and explain each of them. [10]
- Q.3 Who are the primary participants in a start-up new venture team? Describe the most common sources of equity funding. [10]
- Q.4 Explain the importance of market segmentation and describe several ways in which market can be segmented. [10]
- Q.5 Describe franchising, and how does it differ from other forms of business ownership. [10]

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