

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

**CLASS: HMCT
BRANCH: BHMCT**

**SEMESTER : VIII
SESSION : SP/19**

SUBJECT: HM8045 ENTREPRENEURSHIP

TIME: 3 Hours

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 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(a) Define enterprise or organization. | [2] |
| Q.1(b) What do you mean by Land, Labour and Capital? | [4] |
| Q.1(c) Discuss the types of company in India. | [6] |
| Q.2(a) Write the founder of the following company - (a) Paytm, (b) Nirma, (c) Dosa Plaza, (d)CCD. | [2] |
| Q.2(b) Entrepreneur is born or made? Discuss. | [4] |
| Q.2(c) Discuss the characteristics of a successful entrepreneur. | [6] |
| Q.3(a) Define location or site in context with an entrepreneur. | [2] |
| Q.3(b) Why is business location important? | [4] |
| Q.3(c) What to consider when choosing your location? Discuss. | [6] |
| Q.4(a) Define business plan. | [2] |
| Q.4(b) Why business plan is important? | [4] |
| Q.4(c) Discuss the constituents of Business plan. | [6] |
| Q.5(a) What is the role of regulatory aspects in hospitality sector? | [2] |
| Q.5(b) What is the difference between organizational by-laws and municipal by-laws? | [4] |
| Q.5(c) Give a summary of Sarai Act 1867. | [6] |
| Q.6(a) Define preopening. | [2] |
| Q.6(b) Which are the important documents required for opening a current account in Bank? | [4] |
| Q.6(c) Discuss the significance on selection of suppliers and vendors. | [6] |
| Q.7(a) Define logo. | [2] |
| Q.7(b) What is the meaning of unforeseen challenges? Discuss. | [4] |
| Q.7(c) What is the meaning of PR? Explain the applications of PR. | [6] |

:::24/04/2019 M:::