

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

**CLASS: HMCT
BRANCH: BHMCT**

**SEMESTER: VIII
SESSION : SP/2019**

SUBJECT : HM8045 HOTEL ENTREPRENEURSHIP

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
-

- Q1 (a) What is the meaning of Enterprise? [2]
(b) Discuss the types of companies in India. [3]
- Q2 (a) Define Capitalist and Entrepreneur. [2]
(b) What is MRTP act? Discuss. [3]
- Q3 (a) Name some of the growing industries of an entrepreneur? [2]
(b) Entrepreneurs are born or made? Justify. [3]
- Q4 (a) What is the difference between Pure and Induced entrepreneur? [2]
(b) Write some of the important traits of an effective entrepreneur. [3]
- Q5 (a) Draw idea development process. [2]
(b) How entrepreneur can succeed? [3]
- Q6 (a) Define market research. [2]
(b) Write the factors involved in selecting location for a business. [3]

::: 02/03//2019 M :::::