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

CLASS: BHMCT   SEMESTER: VIII
BRANCH: HMCT   SESSION : SP/2020

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) Define Entrepreneurship.   [2]
    (b) What are the elements of Entrepreneurship?   [3]

Q2 (a) Differentiate between Innovative and Imitating Entrepreneurs.   [2]
    (b) List out the importance and benefits of Entrepreneurship.   [3]

Q3 (a) What is an Enterprise?   [2]
    (b) What is the importance of Enterprise?   [3]

Q4 (a) Why is business location important?   [2]
    (b) What factors are considered while selecting a location?   [3]

Q5 (a) What are Demographics?   [2]
    (b) What is the role of demographics in Marketing?   [3]

Q6 (a) Define Business plan.   [2]
    (b) List out the contents of a Business plan.   [3]

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