



Name: Roll No.:

Branch: Signature of Invigilator:

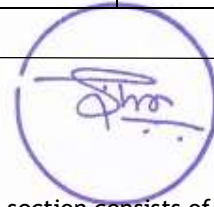
Semester: VIth

Date: 04/05/2022 (MORNING)

Subject with Code: HM325 HOTEL ENTREPRENEURSHIP

Marks Obtained	Section A (30)	Section B (20)	Total Marks (50)

INSTRUCTION TO CANDIDATE



1. The booklet (question paper cum answer sheet) consists of two sections. First section consists of MCQs of 30 marks. Candidates may mark the correct answer in the space provided / may also write answers in the answer sheet provided. The Second section of question paper consists of subjective questions of 20 marks. The candidates may write the answers for these questions in the answer sheets provided with the question booklet.
2. The booklet will be distributed to the candidates before 05 minutes of the examination. Candidates should write their roll no. in each page of the booklet.
3. Place the Student ID card, Registration Slip and No Dues Clearance (if applicable) on your desk. All the entries on the cover page must be filled at the specified space.
4. Carrying or using of mobile phone / any electronic gadgets (except regular scientific calculator)/chits are strictly prohibited inside the examination hall as it comes under the category of unfair means.
5. No candidate should be allowed to enter the examination hall later than 10 minutes after the commencement of examination. Candidates are not allowed to go out of the examination hall/room during the first 30 minutes and last 10 minutes of the examination.
6. Write on both side of the leaf and use pens with same ink.
7. The medium of examination is English. Answer book written in language other than English is liable to be rejected.
8. All attached sheets such as graph papers, drawing sheets etc. should be properly folded to the size of the answer book and tagged with the answer book by the candidate at least 05 minutes before the end of examination.
9. The door of examination hall will be closed 10 minutes before the end of examination. Do not leave the examination hall until the invigilators instruct you to do so.
10. Always maintain the highest level of integrity. Remember you are a BITian.
11. Candidates need to submit the question paper cum answer sheets before leaving the examination hall.

CLASS: BTECH
BRANCH: ALL

SEMESTER: VI
SESSION : SP/22

SUBJECT: HM 325 Hotel Entrepreneurship

TIME: 2 Hr.

FULL MARKS: 50

INSTRUCTIONS:

1. Attempt all questions.
2. The missing data, if any, may be assumed suitably.
3. Before attempting the question paper, be sure that you have got the correct question paper.

Section - I: Multiple Choice Questions

(15X2 = 30)

- Q1. The word Entrepreneur was originally used to describe people whobetween buyer and seller or who undertake a task such as starting a new venture.
- a. Negotiate
 - b. Interfere
 - c. Take on the Risk
 - d. Interact
- Q2. Entrepreneur contributes his own initiative, skills and ingenuity in planning, organizing, and.....the enterprises
- a. Controlling
 - b. Budgeting
 - c. Administering
 - d. Staffing
- Q3. Which of the following is **NOT** a characteristic of Entrepreneur
- a. Risk Tolerance
 - b. Vision
 - c. Motivation
 - d. Personal Gain
- Q4. One of the major responsibilities of an entrepreneur, as.....of the company, is deciding where the business should go.
- a. Founder and Head
 - b. Investor
 - c. Innovator
 - d. Business Angel
- Q5. are people who invest their money in the initial phase of startups, in exchange for a participation in capital.
- a. Business Angels
 - b. Entrepreneur
 - c. Intrapreneur
 - d. None of the above
- Q6. "W" in SWOT analysis stands for
- a. Wealth
 - b. Wisdom
 - c. Weakness
 - d. Wishes
- Q7. A/An.....can be a thought, impression or notion.
- a. Idea
 - b. Feeling
 - c. Believe
 - d. Trust
- Q8. Which of the following is **NOT** a characteristic of Brainstorming?
- a. A crazy idea cannot lead to a good idea.
 - b. Number of ideas can be created.
 - c. No criticism is allowed.
 - d. One idea leads to another
- Q9. First customer of any feature is termed as.....
- a. Alpha Tester
 - b. Beta Tester

- c. Gamma Tester
- d. Photon Tester

Q10. is the strength and vigor of the firm's overall financial posture.

- a. Profitability
- b. Liquidity
- c. Efficiency
- d. Stability

Q11. In this form of Business Organization, Owner maintains complete control of the business

- a. Sole Proprietorship
- b. Partnership
- c. Limited Liability Company
- d. Corporation

Q12. Complete the classic McDonald Jingle...

"You deserve a.....today"

- a. Meal
- b. Break
- c. Prize
- d. Surprise

Q13. CSR and Media Coverage are part of

- a. Public Relation
- b. Advertisement
- c. Both
- d. None

Q14.occurs when increasing production lowers the average cost of each unit produced.

- a. Economies of scale
- b. Scalable Business Model
- c. Growth of Key Customer
- d. Market Leadership

Q15. Which of the following is **NOT** a challenge to growth for a venture

- a. Quality Control
- b. Price Stability
- c. Adverse Selection
- d. Market Growth

Section - II: Answer the following Questions

(5X4 = 20)

- Q1. Discuss the function of an Entrepreneur. (4)
- Q2. Classify Hotel based on Location and Size. (4)
- Q3. Differentiate between Summary, Full Business and Operational Business Plan. (4)
- Q4. Discuss the Four Ps of Marketing. (4)
- Q5. Discuss the challenges of a firm's growth. (4)
