

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

**CLASS: B.TECH/BARCH
BRANCH: ALL**

**SEMESTER : VI
SESSION : SP/2023**

SUBJECT: HM325 HOTEL ENTREPRENEURSHIP

TIME: 3 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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		CO	BL
Q.1(a)	Write the economic impact on society of an entrepreneur.	[5]	1 5
Q.1(b)	What is the process to move from an idea to entrepreneurial firm?	[5]	1 1
Q.2(a)	Explain the personal characteristics of an entrepreneur.	[5]	2 2
Q.2(b)	How to develop a successful business ideas? Explain	[5]	2 3
Q.3(a)	Describe six steps of financial forecasting in business.	[5]	3 2
Q.3(b)	Explain at least five factors you should think about when searching a lawyer.	[5]	3 2
Q.4(a)	Define unique marketing with their suitable examples.	[5]	4 1
Q.4(b)	Explain all three major steps of target marketing.	[5]	4 2
Q.5(a)	What are the right technology and systems to facilitate growth in a business.	[5]	5 1
Q.5(b)	Describe four growth strategies used by a successful firm.	[5]	5 2

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