

Total No. of Questions : 09

BTTM (Sem.-4)
BASICS OF ENTREPRENEURSHIP
Subject Code : BTTM-405-18
M.Code : 77522
Date of Examination : 21-05-2024

Max. Marks : 60

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

1. Write briefly :

- What is meant by business strategy?
- What are the qualities of an entrepreneur?
- What is partnership?
- Differentiate an entrepreneur & businessman.
- What is the role of people in tourism planning?
- What is meant by a public company?
- What is Collaboration?
- What is Financial Planning?
- What is meant by an opportunity?
- What are good business practices?

2. Discuss the ways to generate different business ideas.
3. What is the role of people in tourism business planning? Discuss.
4. Discuss the role of networking and collaboration in industry.
5. What is planning? Write down the process for setting a tourism business.
6. Discuss the role and importance of tourism marketing planning.

7. Write down the process of writing a business plan by highlighting the marketing, financial, operations feasibility.
8. Discuss the 8 Ps of tourism marketing mix with suitable examples.
9. Discuss the various forms of organization with legal considerations of a company.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on a paper of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages : 02

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BTTM (Sem.-4)
BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination : 04-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

I. Answer briefly :

- a) Define Entrepreneurship
- b) What is feasibility analysis?
- c) What is a business idea?
- d) What is innovation?
- e) What is a business strategy?
- f) What is financial planning?
- g) What is networking?
- h) What is role of people in setting of business?
- i) What is marketing mix?
- j) What is meant by distribution?

SECTION-B

2. What are good business practices?
3. Discuss the 7 P's of marketing mix.
4. Discuss the various functions of entrepreneurship.
5. Discuss the various policy measures for tourism entrepreneurship in India.
6. Discuss the entrepreneurship opportunities in tourism with suitable examples.

SECTION-C

7. Pen down the advantages of entrepreneurship to society and factors affecting entrepreneurship growth.
8. Discuss the various forms of organization and its legal considerations.
9. Write a business plan highlighting the marketing, financial, operation and people feasibility.

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BTTM (Sem.-4)
BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

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Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :

- Differentiate between an entrepreneur and a business man
- What is meant by collaboration?
- What is financial planning?
- What is meant by physical evidence?
- What is a business strategy?
- What is project report?
- What is SSI?
- What is meant by feasibility?
- What is business idea?
- What is innovation?

SECTION - B

2. Discuss the role of government institutions in promotion of tourism entrepreneurship.
3. Discuss the business strategies in understanding the customers.
4. Discuss the various functions of entrepreneurship.
5. Discuss the various Marketing Mix for tourism market.
6. Discuss the importance of networking and collaboration in the tourism industry.

SECTION - C

7. Discuss the role of entrepreneurship in economic development and factors affecting entrepreneurship growth.
8. Discuss the various forms of organization and its legal considerations.
9. Discuss the business idea generation techniques and steps in feasibility study of marketing, People, finance and technology.

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