

QP Code: D 112980		Total Pages: 02	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024			
(CUFYUGP)			
BHA1MN102 TOURISM AND HOSPITALITY ENTREPRENEURSHIP			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Question can be answered. Each Question carries 3 marks			
1	Define entrepreneurial traits and explain their importance in tourism entrepreneurship.	Ceiling : 24 Marks	
2	Explain the role of innovation in tourism entrepreneurship.		
3	List the subsidies available for tourism enterprises.		
4	Discuss the role of a feasibility report in starting a tourism business.		
5	Identify the types of entrepreneurship and their significance in economic development.		
6	Explain the concept of new product development in the tourism industry.		
7	List the types of innovation that influence tourism entrepreneurship.		
8	Describe the process of GST registration for tourism businesses.		
9	Identify the roadblocks to creativity in entrepreneurship.		
10	Explain how government incentives promote tourism entrepreneurship.		
Section B			
All Question can be answered. Each Question carries 6 marks			
11	How would you apply entrepreneurial skills to overcome creativity roadblocks?	Ceiling : 36 Marks	
12	Analyze the role of opportunity identification in the success of tourism startups.		
13	How would you apply the process of obtaining business permits to set up a tourism company?		
14	Compare the significance of creativity and innovation in entrepreneurship.		

15	How would you create a new product development strategy for a tourism startup?	
16	Analyze the role of tourism finance corporations in helping startups.	
17	How would you implement the government's subsidies and incentives for a tourism startup?	
18	Examine the impact of entrepreneurial traits on the growth of a tourism business.	
Section C		
Answer any ONE .Each Question carries 10 marks		
19	Evaluate the role of entrepreneurial skills in identifying and seizing tourism business opportunities.	1x10=10 Marks
20	Design a new product development plan for a tourism startup, considering market trends and opportunity identification.	