

A1030

Name.....

Register No.....

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AUTONOMOUS)**

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

HOTEL MANAGEMENT

BHA1MN102 - TOURISM AND HOSPITALITY ENTREPRENEURSHIP

Time:Two Hours

Maximum:70 marks

Section A

Answer all questions.

Each question carries 3 marks. Ceiling 24 marks

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| 1. What are the key characteristics of an entrepreneur? | CO1 |
| 2. Write a brief note on the main purpose of TFCL. | CO3 |
| 3. Which are the primary sources of finance for tourism enterprises? | CO4 |
| 4. What does new product development mean? | CO5 |
| 5. Mention the key personality traits of successful entrepreneurs. | CO3 |
| 6. Define opportunity identification. | CO2 |
| 7. Explain two types of innovation. | CO1 |
| 8. What are the key components of a feasibility report? | CO1 |
| 9. Illustrate the creative process. | CO1 |
| 10. What are the sources of ideas for tourism entrepreneurship? | CO4 |

Section B

Answer all questions.

Each question carries 6 marks. Ceiling 36 marks

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| 11. Why is creativity important for entrepreneurs? | CO3 |
| 12. Identify the key challenges and risks associated with tourism entrepreneurship. | CO5 |
| 13. Summarize the main roadblocks to creativity. | CO4 |
| 14. Develop financial plan for a tourism business. | CO1 |
| 15. How does creativity contribute to business success? | CO3 |
| 16. Discuss the various sources of Finance and for tourism enterprises. | CO2 |
| 17. Explain the difference between entrepreneurial traits and skills. | CO2 |
| 18. What are the differences between opportunity identification and new product development? | CO2 |

Turn Over

Section C

Answer any one question
The question carries 10 marks.

19. Explain in detail the contemporary trends in Travel and Tourism.

CO2

20. Is GST good or bad for small tourism businesses? Explain your statement.

CO1
