

QP Code: D 122847		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
BHA			
BHA2MN101 - Hospitality Business Marketing			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Define social entrepreneurship.		
2	Mention three roles of entrepreneurship in economic growth.		
3	What is lateral thinking?		
4	How does fear of failure act as a barrier to creativity?		
5	Mention three key factors influencing tourism entrepreneurship.		
6	Define the term "gap analysis".		
7	List three key components of a business plan.		
8	What is benchmarking?		
9	What are subsidies?		
10	What is crowd funding?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Explain the types and significance of entrepreneurship.		
12	Discuss the challenges faced by entrepreneurs in different industries.		
13	How does organizational culture influence creativity and innovation in business?		
14	How do roadblocks affect creativity? Provide solutions.		
15	Describe the role of market segmentation in new product development for tourism enterprises.		
16	Discuss the various sources of ideas for entrepreneurs.		
17	Explain the concept of financial incentives for entrepreneurs.		
18	Discuss the legal aspects of business setup in tourism.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Describe in detail the key characteristics of an entrepreneur.		
20	Discuss the role of technological innovation in the tourism business.		