

<b>QP Code: D 123466</b>		<b>Total Pages: 1</b>	<b>Name:</b>
		<b>Register No.</b>	
<b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>			
<b>HOTEL MANAGEMENT AND CATERING SCIENCE</b>			
<b>BHC2VN102 - HOSPITALITY ENTREPRENEURSHIP</b>			
2024 Admission onwards			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Define hospitality entrepreneurship.		
2	What are cafes?		
3	What is event planning?		
4	Define product line.		
5	Define HRM.		
6	What is staffing?		
7	What is operations management?		
8	What do you mean by training?		
9	Define social media marketing.		
10	State advertising.		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Briefly explain the scope of hospitality entrepreneurship.		
12	Layout various components of a business plan in detail.		
13	Explain budgeting and financial forecasting for funding and investment.		
14	List out the features of HRM.		
15	Discuss the importance of HRIS.		
16	Elaborate quality control and service standards.		
17	Enumerate traditional marketing with examples.		
18	List out various principles of outstanding customer services.		
<b>Section C</b>			
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Elaborately explain types of hospitality ventures.		
20	Conduct a SWOT analysis before opening a restaurants at city center.		