

S.No. 5566

16SACHM4

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Allied

HOTEL ADMINISTRATION AND  
ENTREPRENEURSHIP

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What do you mean by career?
2. What is hospitality industry?
3. Define - customer.
4. Define - followers.
5. What is management?
6. Define - service.
7. What do you mean by opportunity?
8. Define marketing.

9. What is finance?

10. What is tax?

PART B — (5 × 5 = 25)

Answer all questions, Choosing either (a) or (b)

11. (a) Explain about hotel administration duties and responsibilities.

Or

(b) Write about multinational career and how to develop and manage it?

12. (a) Describe the hospitality industry certificates to fast track your career.

Or

(b) What do you mean by guiding the guest? Give some guest experience.

13. (a) Brief about revenue management.

Or

(b) Describe the characteristics of entrepreneurial marketing?

14. (a) Explain the types of business models.

Or

(b) Describe the brainstorming step in your business ideas development process.

15. (a) What are the entrepreneurial opportunities available in travel industry?

Or

(b) Give the characteristics of successful entrepreneur in brief.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Elaborate the essential of hospitality and service.

17. Give your opinion to how to becoming leader in the hospitality industry.

18. Critically evaluate the role of support institutions to promote entrepreneurs.

19. Narrate about business plan with specific factors that enhance the need to update the business plan?

20. Discuss the main type of organizations that extend debt finance to new entrepreneurs in India.