

S.No. 3642

16 SACHM 4

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Allied

**HOTEL ADMINISTRATION AND
ENTREPRENEURSHIP**

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What is Staff Appraisal?
2. Define the term “Hierarchy”.
3. What is Line Organisation?
4. What is Break Even Point?
5. What is a Flexible Budget?
6. What do you mean by Franchise?
7. Name any two types of Entrepreneur.
8. Expand SISI.
9. Define the term “Outsourcing”.
10. What is known as Entrepreneurship?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) State the importance of Hospitality Industry.
Or
(b) Write the scope of Hotel Management in Abroad.
12. (a) Bring out the characteristics of organizational culture.
Or
(b) Write the Leadership Skill in Tourism and Hospitality Industry.
13. (a) List the benefits of demand side management.
Or
(b) Write the ways to improve the service quality in Hotel Industry.
14. (a) Write the need of Entrepreneurial Careers.
Or
(b) List down the parameters that are considered for the entrepreneur decision process.
15. (a) Write the Aims and Objectives of an Entrepreneur.
Or
(b) Illustrate the stages of project life-cycle.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the career opportunities in Hospitality Industry.
17. Assess the modern Hotel Management Operations.
18. Describe the methods of motivating employees in an organization.
19. Examine the role of marketing in Entrepreneurship.
20. Highlight the factors to consider in choosing a Business Enterprise.
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