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School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

Sem VI - I1UA602T - Entrepreneurship Development in Tourism

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What are the different forms of organization commonly used in business? K1 (2)
- 2) Discuss the stages of development in an entrepreneurial venture. K2 (4)
- 3) What are some common challenges faced by entrepreneurs in the tourism industry? K2 (6)
- 4) What is the importance of feasibility analysis in business plan development for a tourism enterprise? K3 (9)
- 5) Explain the significance of socio-cultural factors in shaping entrepreneurial growth. K3 (9)
- 6) Discuss the role of government policies in fostering or hindering entrepreneurial growth. K5 (10)
- 7) Discuss the role of teamwork in achieving organizational goals within small-scale tourism enterprises. K4 (12)
- 8) Explain the importance of writing a detailed marketing plan in the business planning process for a tourism enterprise. K5 (15)
- 9) Explain the role of customer relationship management (CRM) systems in enhancing customer engagement and loyalty for a tourism enterprise. K5 (15)
- 10) Discuss the significance of customer feedback and satisfaction measurement in the operations of a tourism enterprise. K6 (18)