

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

23UTTCT6015 - Tourism Entrepreneurship

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Classify different types of Entrepreneurship.
2. List out the characteristics of Entrepreneur.
3. Discuss about the significance of Entrepreneur development Programme.
4. Describe the sub cultures of Entrepreneurial culture.
5. Explain the entrepreneurial opportunities available in the Hospitality sector.
6. Discuss some unusual forms of transportation in attracting tourists.
7. Describe about the different forms of business organisation.
8. Examine how intrapreneurs make India a global hub for tourism.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain how socio-economic, political factors affect Entrepreneurship Environment.
10. Relate the various business strategies employed in success business ventures of tourism.
11. Examine the various ways to acquire business funding.
12. Relate the significance of Roadways and Railways in tourism business.
13. Critically analyse the special programmes of assistance started by the government of India for entrepreneurship development.
