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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Mar 2024****Duration : 90 Minutes
Max Marks : 50****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) Explain the legal considerations involved in choosing a form of organization. K2 (2)
- 2) Discuss the significance of entrepreneurship in the tourism industry. K1 (3)
- 3) Explain the concept of business strategy in the context of entrepreneurship. K2 (4)
- 4) How do entrepreneurs understand customers' needs and preferences in the tourism industry? K2 (6)
- 5) What are the different types of entrepreneurs based on their objectives? K3 (6)
- 6) How can entrepreneurs in the tourism industry leverage technology to enhance their business operations? K3 (9)
- 7) Discuss the concept of sustainable tourism and its relevance to entrepreneurship. K4 (8)
- 8) How do entrepreneurs identify and capitalize on emerging trends in the tourism industry? K4 (12)

OR

Explain the concept of sustainable tourism and its importance in the business planning process for a tourism enterprise. K4 (12)