

Total No. of Questions: 7

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AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/PGMM233/2025/MSCHS_SEM3

SYMSCHS (Third Semester) Examination, 2025

PGMM233 - ENTREPRENEURSHIP AND NEW VENTURES IN HOSPITALITY

(2023 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- A) Take Off [2]
- B) E Commerce [2]
- C) NABARD [2]
- D) Social Entrepreneur [2]
- E) Joint Venture [2]

- Q2. A) Explain the reasons for the growth of entrepreneurship in modern economies. [5]
- B) Assess the common pitfalls faced by entrepreneurs as described by Peter Drucker. [5]

- Q3. A) List the major problems faced by women entrepreneurs. [5]
- B) Describe the significance of women entrepreneurship in Modern India. [5]

- Q4. A) How would you evaluate the viability of a new product in a competitive market? [5]

- B) What are the initial steps in identifying and evaluating an opportunity? [5]

- Q5. A) Describe the stages of managing early growth in a new venture. [5]

- B) Explain External sources of finance for a new business. [5]

- Q6. A) Illustrate the concept of diversification and acquisition as a growth strategy. [5]

- B) Evaluate the effectiveness of programs like SWA SHAKTI in promoting women entrepreneurship. [5]

- Q7. A) Develop a profile of an entrepreneur, incorporating essential characteristics and skills. [5]

- B) Explain the role of organizations like Udyog Lijjat Papad in supporting women entrepreneurs. [5]
