

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/EEM248/2026/BHMCT_SEM4

SYBHMCT (Fourth Semester) Examination, 2026
EEM248 - ENTREPRENEURSHIP DEVELOPMENT II
(2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

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

Q1. Explain the terms :

- A) Business Plan [1]
- B) Market Research [1]
- C) Franchising [1]
- D) Pitch Deck [1]
- E) Risk Management [1]

Q2. Enumerate some challenges faced by social entrepreneurs. [5]

Q3. Apply the process of opportunity recognition to design a business idea for a wellness tourism resort. [5]

Q4. Describe the key components of a strategic business plan. [5]

Q5. Analyse the impact of seasonality on financial forecasting for a beach resort. [5]

Q6. List and explain any five core elements of digital marketing? [5]

Q7. Describe the concept of mergers and acquisitions with one hospitality example. [5]
