



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment –I (February 2025)
Second Semester

Class: I MBA
Branch: Tourism Management

Time: 2 Hours
Max. Marks: 60

23MTAC11-Business Etiquettes and Tourism Entrepreneurship

Course Outcomes:

- CO1: Describe the knowledge on classification and types of successful entrepreneurs
CO2: Illustrate the evolution of Indian entrepreneurship and problems of women and rural entrepreneurs
CO3: Develop on business ideas and marketing feasibility
CO4: Understand business etiquette
CO5: Present the understanding of financial feasibility and managerial feasibility

Part A
Choose the Correct Answer

6x1=6 Marks

1. Entrepreneurs who resist changes are called as _____. CO1K1
a. Drone b. Fabian c. Imitative d. Adoptive
2. The most important factor for the entrepreneur, while starting a new venture is _____ CO1K1
a. Risk b. Profit c. Market d. Competitors
3. The following is the main problem for the entrepreneur in the beginning stages of creating a new venture. CO2K1
a. Lack of experience b. Limited resources c. Lack of education d. Lack of skills
4. _____ in India had helped the growth of entrepreneurship. CO2K1
a. East India Company b. Rig vedic period
c. Ideology of Mahatma Gandhi d. Swadeshi Campaign
5. Innovation refers to _____. CO3K1
a. The discovery of new ideas, articles and methods
b. The application of inventions and discovery to make profit
c. Assuming responsibility for loss d. Organisation building
6. For the success of business plan the goals should be _____. CO3K1
a. Limitless b. Generalized c. Specific d. Imaginary

Part B

3x6 =18 Marks

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a. Write short note on functions of entrepreneur. CO1K2
(or)
- 7.b. Differentiate between Entrepreneur and Manager CO1K4
- 8.a. Write a short note on rural entrepreneurship with examples CO2K2
(or)
- 8.b. Brief about features of women entrepreneurship CO2K2
- 9.a. Write short note on goals and objectives of project CO3K3
(or)
- 9.b. Brief the components of market feasibility CO3K4

Part – C

3x12=36 Marks

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a. Describe elaborately on past, current and future scenario of entrepreneurship in India CO1K3
(or)
- 10.b. Explain in detail on types of entrepreneurs CO1K2
- 11.a. Explain Innovative initiatives to help women finance their start-ups CO2K3
(or)
- 11.b. Write in detail about any Indian women entrepreneur and the challenges faced by them. CO2K3
- 12.a. Explain in detail on types of project planning. CO3K3
(or)
- 12.b. Write in detail on business ideas and their techniques CO3K3

Staff In charge : Dr. Sandhya Durga Prasad

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