



## Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

### Master's Degree Examination – May 2025

#### II Semester

**Class : I P.G.**  
**Major : Tourism Management**

**Time: 3 Hours**  
**Max. Marks: 100**

#### 24MTAC11 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 business ideas and market feasibility.

CO4: Understand business etiquette.

CO5: Gain Knowledge on Business etiquettes & global Manner.

##### Part A

10 x 1 = 10

##### Choose the Correct Answer

1. What is the main internal factor influencing entrepreneurial growth? CO1K3  
a. Government policies      b. Economic conditions  
c. Personal motivation      d. Market competition
2. Which of the following is NOT a characteristic of a successful entrepreneur? CO1K2  
a. Risk-taking ability      b. Lack of vision  
c. Innovation      d. Decision-making skills
3. What is a key benefit of rural entrepreneurship in India? CO2K3  
a. Increases dependency on urban markets      b. Reduces employment opportunities  
c. Enhances rural industrialization      d. Limits local business growth
4. What is one of the major challenges faced by women entrepreneurs in India? CO2K4  
a. Lack of innovative ideas      b. Limited access to finance  
c. Excess government support      d. Too many networking opportunities
5. What is the purpose of project appraisal? CO3K2  
a. To increase project costs      b. To assess project viability  
c. To eliminate competitors      d. To reduce the workforce
6. What is the primary purpose of project planning? CO3K2  
a. To ensure project failures are avoided  
b. To establish clear goals, objectives, and strategies for implementation  
c. To estimate the future profits of the business  
d. To secure funding from investors
7. A company is estimating how much of the market it can capture based on competitor analysis and demand forecasting. What aspect of project planning is this? CO4K2  
a. Market research analysis      b. Critical risk assessment  
c. Financial feasibility study      d. Project appraisal
8. In email etiquette, what should be avoided? CO4K3  
a. Clear and concise subject lines      b. Using professional language  
c. Writing in all capital letters      d. Addressing the recipient properly
9. Why is it important to understand cultural taboos in international business? CO4K5  
a. To avoid offending business partners      b. To enforce personal cultural norms  
c. To eliminate competition      d. To increase personal profits only
10. Why is it important to understand international business etiquette? CO4K5  
a. To dominate foreign markets      b. To avoid offending business partners  
c. To enforce personal cultural norms      d. To increase language barriers

**Part B**  
**Answer ALL questions**

**5 x 6 = 30**

**Each answer should not exceed 400 words or two pages**

- 11.a. Define entrepreneurship and explain its key features. CO1K1  
(or)
- 11.b. Evaluate the role of entrepreneurship in economic development. CO1K4
- 12.a. Describe the past, present, and future scenarios of entrepreneurship in India. CO2K1  
(or)
- 12.b. Explain the common features of women entrepreneurs and the challenges they face in India. CO2K2
- 13.a. Define project planning and explain its different types. CO3K1  
(or)
- 13.b. Discuss various demand forecasting techniques in business. CO3K4
- 14.a. Discuss the importance of workplace etiquette and its impact on professional relationships. CO4K2  
(or)
- 14.b. Analyze the role of e-mail and telephone etiquette in maintaining effective business communication. CO4K4
- 15.a. Compare and contrast business etiquette in the USA and Asia. How do cultural differences impact business relationships? CO5K4  
(or)
- 15.b. What is global manners and explain why awareness of international customs is important in business? CO5K2

**Part C**  
**Answer ALL questions**

**5 x 12 = 60**

**Each answer should not exceed 800 words or four pages**

- 16.a. Propose a strategy to overcome common barriers faced by entrepreneurs in starting a new business. CO1K6  
(or)
- 16.b. Enumerate the major internal and external factors affecting entrepreneurship? Discuss with examples. CO1K5
- 17.a. Discuss the scope of rural entrepreneurship in India and its impact on economic development. CO2K4  
(or)
- 17.b. Suggest strategies to promote small-scale entrepreneurship and exports in India. CO2K6
- 18.a. Explain the key components of a project report? How does it help in project appraisal and decision-making? CO3K5  
(or)
- 18.b. Does demand forecasting techniques help in market feasibility analysis? Illustrate with examples. CO3K3
- 19.a. Discuss the different types of business etiquette with suitable examples. CO4K2  
(or)
- 19.b. Bring out the basics of Interview and Presentation Etiquette for Applicants. CO4K3
- 20.a. Design a comprehensive guide for professionals attending business banquets and formal dining events in multicultural environments. CO5K6  
(or)
- 20.b. Evaluate the role of business socialization in building strong business relationships. CO5K5

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