

**Uva Wellassa University**

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events Management



*FIRST YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017*

HTE 172-3 Entrepreneurship



**Part –B**

Answer only **three (03) questions** including **question number one (01)**.

1. "Entrepreneurship plays a vital role for a Hospitality and Tourism industry growth within Sri Lanka"

Critically discuss above statement by providing suitable examples.

**(Total 20 marks)**

2. "The systematic and objective process of gathering, recording, and analyzing data for aid in making marketing decisions is called as marketing research".

Explain the Marketing Research process in Pre-Startup Phase and After-Startup phase.

**(Total 15 marks)**

3. "Going global makes more advantages to the Tourism related businesses in various aspects".

i). Briefly explain the forces which drives internationalization of firms. (05 marks)

ii). Discuss advantages and disadvantages of moving international hotel operations by providing examples.

(10 marks)

**(Total 15 marks)**

4. "Corporate Entrepreneurship process which an individuals or group of people doing renewals within existing organizations or creating new organizations".

i). Briefly explain the critical steps of a helps to developing Corporate Entrepreneurial strategy.

(07 marks)

ii). Discuss the importance of implementing Corporate Entrepreneurial strategy within the Tourism related business.

(08 marks)

**(Total 15 marks)**

