

**M.Sc. HOSPITALITY ADMINISTRATION**

**Term-End Examination**

**November, 2013**

**MHA-08 (S) : MANAGING ENTREPRENEURSHIP  
AND SMALL BUSINESS IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions in about 600 words each.  
All questions carry equal marks.*

1. What do you understand by entrepreneurial competencies ? How can one develop these competencies ? 20
2. How would you identify and zero in on an opportunity for developing (SSE) Small Scale Enterprise ? Explain with the help of suitable examples. 20
3. Evaluate the role of financial institutions in the small scale industrial sector. 20
4. What do you understand by Business Plan ? Explain with the help of suitable examples from hospitality industry. 20
5. Write short notes on the following : 2x10=20
  - (a) SSE for Rural Development
  - (b) Market Demand Analysis

6. Enumerate the characteristics of Partnership form of business. 20
  7. Discuss the growth strategies to be formulated and implemented by a successful SSE. Explain with the help of suitable examples. 20
  8. Discuss the role of training and development, along with interpersonal relationship in the Human Resource Planning of SSE. Explain with the help of suitable examples. 20
  9. Discuss the role and importance of technology and technical know-how for an entrepreneur. 20
  10. Write short notes on **any two** of the following :
    - (a) Asset Management 10x2=20
    - (b) Advantages of a Family Business
    - (c) Marketing Performance
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