

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

**MTM-08 : MANAGING ENTREPRENEURSHIP  
AND SMALL BUSINESS IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer **any five** questions in about **600** words each.*

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1. Differentiate between Small Scale and Ancillary Industrial Undertakings. Discuss how industrial set-up influences regional imbalances in the context of a developing country ? 20
2. Elaborate the factors which influence the healthy growth of Small Scale Entrepreneurship. 20
3. What factors influences the location of site and choice of technology while establishing a new enterprise ? Explain with examples. 20
4. Why is financial planning important before starting a new enterprise ? Identify the factors and the possible sources for meeting the financial requirements. 20

5. Define a business plan and explain its significance. Also describe the common errors in business plan formulation. 20
  6. Describe the various forms of ownership of business enterprises along with their advantages and disadvantages. 20
  7. Give a detailed account of the various issues in Human Resource Planning and Development in the context of small scale enterprises. 20
  8. Discuss the various growth stages and corresponding changes in the life of an enterprise. 20
  9. Discuss the important tools for measuring marketing performance of Small Scale Enterprise (SSE) 20
  10. Explain the internal environment and organisational structure of a family business. What are the different management control mechanism options for such set-ups ? 20
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