

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

00511

December, 2014

**MTM-8 : 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. Identify and discuss some important factors influencing the growth of small businesses in tourism. 20
2. What do you understand by entrepreneurship ? Mention the skills of an entrepreneur. 20
3. What is market orientation ? Why should a tourism entrepreneur go for market assessment ? 20
4. Write an essay on Small Industries Development Bank of India. 20
5. What is a business plan ? Elaborate the summary of a tourism business plan. 20
6. Discuss the role of Human Resource Planning in the management of SSEs. 20

7. Discuss the advantages and disadvantages of proprietorship. 20
8. What factors influence the choice of technology in establishing a new business ? 20
9. Write short notes on the following : 10+10=20
- (a) Opportunity Scanning
 - (b) Break-even Analysis
10. Discuss some measures of marketing performance. 20
-