

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. What is the relevance of SSE in the modern business environment ? Substantiate your answer with relevant examples from the tourism and hospitality industry. 20
2. As an entrepreneur how would you identify an opportunity for developing a Small Scale Enterprise (SSE) ? Explain with the help of examples from the hospitality industry. 20
3. What is the objective for the selection of a site for a hospitality venture ? What are the factors that influence the selection of a site ? Substantiate your answer with relevant examples from the hospitality industry. 20
4. What is meant by ' Business Plan' ? Prepare the Business Plan for starting a Luxury Resort near a metropolitan city. 20

5. Write short notes on **any two** of the following :
(a) Types of loan 2x10=20
(b) Cash flow statement
(c) Product design for accommodation unit
6. Evaluate the role of National Small Industries Corporation in the development of SSE. 20
7. What is Break - Even Analysis (BEA) ? Discuss its importance with respect to the hospitality industry. 20
8. What are the salient features of company form of Business ? Explain the advantages of company form of Business in the hospitality industry. 20
9. Explain the stabilising strategies formulated and implemented by a firm. Substantiate your answer with suitable examples from the hospitality industry. 20
10. Write short notes on **any two** of the following :
(a) Market Assessment 2x10=20
(b) Marketing Performance Analysis
(c) Managing HR in SSE
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