

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions each question carries **equal** marks.*

1. What are the problems of tourism SSEs in India ? 20
2. Write 300 words each on **any two** of the following : 10+10
 - (a) Entrepreneurial Development Institute of India
 - (b) Sample Surveys
 - (c) Govt. Policy Resolution on SSEs
3. What are the fields of self employment in tourism for entrepreneurship ? 20
4. Discuss the major components involved in developing entrepreneurial competencies. 20

5. Define the following in **100** words each : **5+5+5+5**
- (a) Intermediaries in travel trade
 - (b) Multi-facility location site
 - (c) Family business
 - (d) Site selection for SSE
6. What type of assistance is available to new SSEs **20**
in terms of finance ? Is it also available for tourism
related projects ?
7. Why should the SSE measure its performance ?
Mention the available mediums for doing so. **10+10**
8. Discuss the stages in tourism product design. **20**
9. What common errors usually occur in business **20**
plan formulation ?
10. What are the HRD problems faced by tourism **20**
entrepreneurs ?
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