

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

Term-End Examination

December, 2016

**MHA-008 : MANAGING ENTREPRENEURSHIP :
SMALL AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Identify and discuss some broad areas which present an enormous variety of opportunities for creativity and innovation in small business related to hospitality and tourism. 20
2. What do you understand by "Entrepreneurial Competencies" ? Discuss the role of knowledge, skill, motives and traits in entrepreneurial competencies. 20
3. Discuss the government policy towards developing and promoting small scale industry and small scale business. 20
4. Write short notes on the following : 4x5=20
 - (a) SWOT Analysis
 - (b) Simulation
 - (c) The Zeroing in Process
 - (d) Commercial and Professional Service

5. What do you understand by market orientation ? 20
Why should an entrepreneur go for market assessment ? Substantiate your answer with suitable examples from hospitality industry.
6. "In the hospitality sector location of the service is 20
a very important factor. Very often the location decides the tariff rates or the price of services." Analyse the statement by giving suitable examples.
7. What is a company ? What are the distinctions 20
between a private company and a public company ?
8. Write a note on "Financial Management Issues in 20
SSE."
9. Describe the various stages of growth in the life 20
of a small scale enterprise. What type of a stabilisation strategy would you adopt as an entrepreneur ?
10. Write short notes on any two of the following :
(a) Human Resource Management in SSE 10x2=20
(b) Break-even Analysis
(c) Issues/Problems in family business
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