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**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2016

**MTM-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by small scale industries ? 20
Discuss the role of entrepreneurship in SSI.
2. How can the entrepreneurial competencies be 20
developed ? Explain a model of self rating sheet
and its contents.
3. What factors influence the location of site and 20
choice of technology while establishing a new
enterprise ? Explain with examples.
4. Discuss the various financial and non-financial 20
management concerns to be taken care by a small
scale entrepreneur.
5. Critically examine the issues involved in the 20
analysis of market demand, competitive situations
and trade practices.

6. Prepare a business plan for opening of a travel agency in your city. 20
7. What is the importance of training in small entrepreneurship firm ? How can you motivate the employees of your enterprise to undergo training and retraining ? 20
8. Explain the factors on which business growth is dependent. 20
9. Explain the stages of enterprise growth with the features of each stage. 20
10. Write short notes on any two in about 300 words each : 10+10=20
- (a) Viability of family business
 - (b) Measures for improving personnel relations
 - (c) Conservation and liquidity management in SSE
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