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**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words. All questions carry equal marks.

1. Critically analyze the role of Indian small scale enterprises in regional balance and rural development. Substantiate your answer with suitable examples. 20
2. Enlist major entrepreneurial competencies which are instrumental in making a person successful entrepreneur. How can these competencies mark a difference between successful entrepreneurs and an average entrepreneur. Give relevant examples. 20
3. Discuss the government policy towards developing and promoting Small Scale Industry (SSI) and Small Scale Business (SSB). Give suitable examples. 20

4. Write short notes on : 10x2=20
(a) SWOT Analysis
(b) Market Demand Analysis
5. What factors influence the choice of technology in establishing a new travel and tourism business ? Give suitable examples ? 20
6. What factors would you consider for preparing and presenting a tourism project report for the purposes of industrial finances ? 20
7. Discuss the characteristics of a company. What are the distinctions between a private company and a public company ? Give suitable examples from the field of travel and tourism. 20
8. What are the problems faced by an entrepreneur in relation to Human Resource Development ? How critical are these problems in travel and tourism industry ?
9. "Human beings are complex in their mental make-up and hence, small business owners howsoever close they might be to their employee's, cannot influence employees' inner states directly". Analyze the statement in relation to working conditions and industrial relations and harmony within the organization. 20
10. Write short note on : 10x2=20
(a) Measures of marketing performance
(b) Growth Strategies
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