

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

Term-End Examination

December, 2018

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions in about 600 words each. All questions carry equal marks.

1. Enumerate with suitable examples the range of contribution that entrepreneurs and entrepreneurship can make to the overall economic development of a destination. 20

2. Write notes on the following in about 300 words each : 2×10=20
 - (a) Administrative set-up of Small Scale Industries (SSI)
 - (b) Role of Small Industries Development Bank of India (SIDBI)

3. 'In identifying opportunity, an intending entrepreneur is required to understand the environment in which he or she would operate.' What are the various components of 'Opportunity' and how is 'Opportunity' identified in the context of Indian small scale industry ? 20
4. What are the various aspects to be considered by Small Scale Enterprises while analyzing market demand and competition respectively ? Substantiate your answer with examples from the travel trade. 20
5. Explain the factors which influence the choice of technology in establishing a new business. 20
6. Define a Business Plan. Discuss the contents of a standard Business Plan of a Small Scale Enterprise. 20
7. Give a comparative account of the advantages and the disadvantages of Partnership and the Company form of business ownership. 20
8. Describe the various stages of growth in the life cycle of a Small Scale Enterprise and the characteristics changes experienced at each stage. 20

9. Write short notes on the following in about 150 words each : 4×5=20

- (a) Source of short term finance for Small Scale Enterprises
- (b) Source of long term finance for Small Scale Enterprises
- (c) Need for Market Assessment for Small Scale Enterprises
- (d) Importance of training human resource in the small entrepreneurial firms

10. What do you understand by the term 'Family Business' ? Discuss major problem areas in family business and some commonly employed management practices in such forms of businesses.

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