

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

**Term-End Examination**

**June, 2021**

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

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

---

1. What do you understand by an Entrepreneur and Entrepreneurship ? Highlight the importance of Entrepreneurship in Small Scale Enterprises for the economic development of a country. 4+16=20
2. Discuss the various issues and considerations while planning finances for a small scale enterprise. 20
3. Write notes on the following in about 300 words each : 2×10=20
  - (a) Factors influencing choice of technology in establishing a new business
  - (b) Importance and process of analysing competitive situations.

4. Describe the company form of organisation along with its advantages and disadvantages. 20
5. For a Small Scale Enterprise, explain the following : 2×10=20
- (a) Training and Development of Staff
- (b) Remuneration and Benefits
6. Why should an entrepreneur give attention to Human Resource Development (HRD) ? Explain the process of employee recruitment and selection. 20
7. Compare and contrast the role of an entrepreneur during the Opportunity Scanning stage and Stabilisation stage, respectively, of the enterprise. 20
8. Taking an example of any small enterprise of your choice, as an entrepreneur, what are the different possible strategies you can devise to make the enterprise grow ? 20
9. Discuss the various measures of marketing performance appraisal of an enterprise. 20
10. Outline characteristics of family owned business. Suggest strategies to overcome problem areas of such businesses. 20
-