

No. of Printed Pages : 3 **MTM-8/MTTM-8**

**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTTM)
Term-End Examination
December, 2020**

**MTM-8/MTTM-8 : 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 the characteristics and relevance of Small Scale Enterprises (SSEs) in accelerating economic development and addressing regional development imbalance issues in India. 20
2. Discuss the various types of Entrepreneurs and Entrepreneurial Competencies. 20

3. Define Opportunity. Describe, how an entrepreneur scans and identifies a business opportunity. 20
4. Why is there a need for market assessment for SSEs ? Describe the variables whose understanding is necessary for determining market demand. 20
5. Why is location decision of a business important ? Discuss with examples general factors involved in determining the location of a business. 20
6. Outline the standard contents of a Business Plan. 20
7. Describe the Company form of Organization along with its advantages and disadvantages. 20
8. Write short notes on the following in about **150** words each : $5 \times 4 = 20$
 - (a) Short-term finance for Small Scale Enterprises

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- (b) Long-term finance for Small Scale Enterprises
 - (c) Differentiate between proprietorship and partnership form of organizations
 - (d) Remedial action for Cash Flow crisis
9. Describe the various stages in the life of a Small Scale Enterprise and explain the managerial implications for each of the stages. 20
10. Highlight issues and problems in family business set ups and describe some commonly employed management practices for addressing such issues. 20