

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)**

Term-End Examination

December, 2023

**MHA-08 : MANAGING ENTREPRENEURSHIP :
SMALL AND MEDIUM BUSINESS IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

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

1. Define an entrepreneur. Discuss the role of entrepreneurship in SSEs and economic development. 20
2. What are the common errors in business plan formulation ? Elaborate with suitable examples from the hospitality industry. Draw a model business plan for a 3 star hotel. 20

3. What do you understand by Entrepreneurial Competencies ? What are the major entrepreneurial competencies that contribute toward better performance ? Explain. 20
4. What is marketing orientation ? Discuss the variables for determining market demand. 20
5. Write short notes on the following : 4×5=20
 - (i) Simulation
 - (ii) Performance Index
 - (iii) Commercial and Professional Services
 - (iv) Liabilities Management
6. What is Break-Even Analysis (BEA) ? Discuss its importance with respect to the hospitality industry. 20
7. Explain the significance of performance evaluation for financial management. 20
8. Discuss the issues and problems in family business. Also suggest strategies to cope with them. 20

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9. Discuss the importance of Small Scale Enterprise (SSE) in tourism and hospitality industry. 20
10. Differentiate between the following : 2×10=20
- (a) Partnership and Proprietorship form of business
 - (b) Entrepreneurial Skill and Competencies