

No. of Printed Pages : 2 **MTM–8/MTTM–8**

**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTTM)
Term-End Examination
December, 2023**

**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. What is the relationship between Small Scale Enterprises (SSE) and Ancillary Industrial Undertakings ? How do these SSE's contribute towards rural development ? Give examples. 20

2. How can the entrepreneurial competencies be developed ? Explain a model of self-rating sheet and its contents. 20

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3. What is market orientation ? Why should a tourism entrepreneur go for market assessment ? 20
4. Analyse the importance of site selection in starting any new tourism and travel organisation. 20
5. What factors influence the choice of technology in establishing a new tourism business ? 20
6. Discuss the various rules, regulations and procedures relevant for SSI and SSE. 20
7. Discuss some of the financial institutions and their roles in providing self-employment to the educated unemployed youth in India. 20
8. Describe the Break-even Analysis (BEA) and its importance in tourism industry. 20
9. Describe the nature and process of Human Resource Planning in large enterprises. 20
10. Write short notes on any *two* of the following :
 - (a) Family management practices 10
 - (b) Performance Index 10
 - (c) Registration of firms 10