

03251

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All carries equal marks.

1. What are Small Scale Enterprises (SSE) ? Discuss their relevance in accelerating economic growth. **20**
2. How is an opportunity identified ? Describe the alternate fields of self employment. **20**
3. What is financial planning ? Discuss its significance for small business in India. **20**
4. Discuss the significance of market assessment for SSE's. What are the elements or variables undertaken to determine market demand ? **20**

5. What factors influence the choice of technology in establishing a new business ? 20
 6. Discuss "Break - Even - Analysis (BEA)". How BEA can be used as a business plan for small tourism company ? 20
 7. Elaborate different forms of ownerships and their's advantages and disadvantages. 20
 8. Explain the factors on which business growth is dependent ? 20
 9. "Think big, start small, scale fast". Discuss the statement with examples. 20
 10. Write a short note on *any two* of the following :
 - (a) Viability of family business 10+10=20
 - (b) Family management practices
 - (c) Issues/problems in family business
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