

01907

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What is meant by Small Scale Enterprises (SSEs) ? Discuss the role of SSE in the rural and economic development. 5+15=20

2. How does the Government Policies affect the administrative and institutional setup of a SSE ? 20

3. Discuss the role played by market demand analysis to start a SSE venture. 20

4. Analyse the importance of site selection in starting any new organisation. 20

5. Write short notes on *any two* of the following : $10 \times 2 = 20$
- (a) Entrepreneur
 - (b) Taxation in firms
 - (c) Stages of Growth in an organisation
6. What do you understand by Business Plan ? 20
Explain with suitable examples from the service industry.
7. Analyse some broad issues involved in the 20
working capital computation, project cost component and Profitability of a project.
8. Compare the advantages and disadvantages of 20
Proprietorship and Partnership form of Organisation.
9. Enumerate the HR issues in any SSE. 20
10. Write a short note on Family Business and its 20
viability.