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M.Sc. HOSPITALITY ADMINISTRATION

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

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

1. Define a Small Scale Enterprise (SSE). Elaborate characteristics and relevance of Small Scale Enterprises. **20**
2. What do you understand by entrepreneurial competencies ? How the same can be developed for hospitality sector ? Elaborate. **20**
3. Write short notes on the following : **10+10=20**
 - (a) Alternative fields of self- employment
 - (b) Swot Analysis
4. Why is market assessment necessary in small business ? **20**
5. Explain why product or service design is important to accommodation unit ? **20**
6. What is financial planning ? Describe its significance for small business in India. **20**

7. Write short notes on the following : **10+10=20**
(a) Human Resource Planning.
(b) Handling Employees Grievances.
8. Discuss some measures of assessing marketing performance. **20**
9. Discuss the advantages and disadvantages of proprietorship. **20**
10. Discuss the stages in tourism product design with an example of a product design of your choice. **20**
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