

00148

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. What is the relationship between Small Scale Enterprises (SSE) and Ancillary Industrial Undertakings ? How do these SSEs contribute towards rural development ? 20
2. How can the entrepreneurial competencies be developed ? Explain with the help of self rating sheet and competency profile sheet. 20
3. Discuss the process of opportunity identification for entrepreneurship. 20
4. What are the alternative fields for self-employment ? How can an entrepreneur identify the opportunity to establish a business in tourism ? 20

5. Define the following in about **100** words each :
- (a) Sole proprietorship 5+5+5+5
 - (b) Fixed costs
 - (c) Value analysis
 - (d) Sample survey
6. Do you think global mergers and acquisitions can cause a threat to S.S.Es ? Support your opinion with relevant examples. 20
7. Explain the enterprise growth stages with features of each stage. 20
8. Discuss the viability of family business. What kind of management practices are involved in it ? 10+10
9. What do you understand by SWOT analysis ? To what extent does it help in zeroing in on an opportunity ? 10+10
10. Write short notes on **any two** in about **300** words each : 10+10
- (a) Marketing strategies for a S.S.E.
 - (b) SIDBI
 - (c) Industrial Policy Resolution
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