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MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2017

**MTM-008/MTTM-008 : 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.

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1. Discuss the characteristics of small scale enterprises. How do SSEs in tourism contribute to the economic development of a nation ? **20**
 2. Write a note on concept of entrepreneurial competencies. **20**
 3. What do you understand by market orientation ? Discuss the advantages of market assessment. **20**
 4. What do you understand by SWOT analysis ? To what extent does it help in zeroing in on an opportunity for small scale business in tourism ? **20**
 5. Discuss the importance of financial planning to start any SSE venture. **20**

6. Discuss the factors of location preferences for starting a travel agency. 20
 7. Write a note on Stabilisation Strategies of an organisation. 20
 8. Discuss the issues involved in Human Resource Planning and Development in context of small scale enterprises. 20
 9. Write a note on Family Business and its Viability. 20
 10. What is the administrative and institutional set up for promotion of small scale industries in India ? 20
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