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**M.Sc. IN HOSPITALITY ADMINISTRATION  
(MHA)**

**Term-End Examination**

**June, 2018**

**MHA-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.*

1. Discuss the role of small scale enterprises in the economic development of India. Substantiate your answer with relevant examples from the tourism and hospitality industry. 20
2. Write short notes on the following : 2x10=20
  - (a) Types of Entrepreneur
  - (b) Major Entrepreneurial Competencies
3. Write an essay on "Industrial Policy Resolutions". 20
4. What is Marketing orientation ? Discuss the variables for determining market demand. 20
5. "Finance is one of the essential requirements of an enterprise". Justify the statement with suitable examples. 20

6. Write short notes on : 2x10=20
- (a) National Small Industries Corporation (NSIC)
  - (b) State Financial Corporations (SFCs)
7. What are the common errors in Business Plan Formulation ? Elaborate with suitable examples from travel and tourism. 20
8. Discuss the characteristics of a company. What are the distinctions between a private company and a public company ? 20
9. Why should an entrepreneur give attention to Human Resource Development ? What are the problems faced by an entrepreneur in relations to Human Resource Development ? Substantiate your answer with suitable examples from hospitality industry. 20
10. What is a family business ? Discuss the positive and negative aspects of family business. 20
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