

**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

June, 2018

**MTM-008/MTTM-008 : MANAGING
ENTREPRENEURSHIP AND SMALL BUSINESS IN
TOURISM**

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions in about 600 words.
(ii) All questions carry equal marks.*

1. Describe the characteristic of a small scale enterprise. Also identify problems and areas for support needs of Small Scale Enterprise in India. 20
2. Discuss the role of knowledge, skill, motives and traits in entrepreneurial competencies. Give suitable examples. 20
3. Explain the role of various Central, State Government and other autonomous bodies in assisting the implementation of policies related to Small Scale Industry and Small Scale Business. 20
4. Critically analyze the relevance of alternative fields of self-employment in travel and tourism field. Support your answer with suitable examples. 20

5. Differentiate between selling and marketing orientation. Substantiate your answer with suitable examples from travel and tourism trade. 20
6. What are the important financial institutions for financing Small Scale Business in tourism ? 20
7. Write short notes on : 2x10=20
(a) Errors in business plan formulation
(b) Break-Even Analysis (BEA)
8. What are the various critical issues related to financial management in small enterprises. Give suitable examples from travel and tourism field. 20
9. Write short notes on : 2x10=20
(a) Managing Liabilities
(b) Human Resources Planning
10. "Human beings are complex in their mental make-up and hence, small business owners howsoever close they might be to their employee's, cannot influence employees' inner states directly". Analyze the statement in relation to working conditions and personnel relations in the organization. 20
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