

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

00844

**Term-End Examination**

**June, 2019**

**MHA-008 : MANAGING ENTREPRENEURSHIP :  
SMALL AND MEDIUM BUSINESS PROPERTIES**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. What do you understand by Small Scale Industries ? Discuss the role of small scale enterprises in the economic development of a developing country. 20
2. What do you understand by marketing orientation ? Discuss the variables whose understanding is necessary for determining market demand. 20
3. Discuss the factors which influence the choice of technology in establishing a new tourism business. 20
4. Discuss the importance of a business plan in the small enterprise. Explain the steps involved in the preparation of a business plan for a travel agency. 20

5. What are the various forms of business organisation ? Discuss the important considerations in the selection of an appropriate organisational form. 20
6. Discuss the importance of training and development in small entrepreneurship firm. Support your answer with suitable examples. 20
7. What do you understand by performance index ? Explain the significance of short term measures of performance. 20
8. Comment upon the typical strengths and weaknesses of family based enterprises. Support your answer with suitable examples. 20
9. Write short notes on **any two** of the following : 10x2=20
- (a) Human Resource Planning
  - (b) Characteristics of a Company
  - (c) Need for Market Assessment
10. Explain why product/service design is important to accommodation unit. 20
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