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MTM-008/MTTM-008

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

Term-End Examination, 2019

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

Time : 3 Hours]

[Maximum Marks : 100

Note : Answer any five questions in about 600 words each. All questions carry equal marks.

1. Describe major competencies that shape a successful entrepreneur. [20]
2. Write short on the following in about 300 words each : [10x2=20]
 - (a) Relation between phases of development and the corresponding entrepreneurial strategy adopted
 - (b) The process of 'Zeroing in' on an opportunity
3. Elaborate with suitable examples, the entrepreneurial opportunities available in the travel industry. [20]

4. "Selection of the right site for providing tourism services is vital for the success of the businesses." Critique the above statement with supporting examples. [20]
5. Discuss the various sources of funding of entrepreneurial businesses and the considerations while arranging the funds. [20]
6. Prepare a Business Plan for establishing a small scale tourism-based entrepreneurial venture of your choice. [20]
7. Write a detailed note on the Partnership form of business ownership. [20]
8. How is a Private Company different from a Public Company ? [20]
9. Write short notes on the following in about **150** words each : [5x4=20]
 - (a) Stages of growth in life cycle of Small Scale Enterprises
 - (b) Competition analysis in Small Scale Enterprises

- (c) Characteristics of Family Business
 - (d) Problem areas in Family Business
10. Discuss some of the critical areas of concern during the Stabilization Stage of a Small Scale Enterprise. Also suggest possible strategies to overcome them. [20]

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