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MHA-08

**M. Sc. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
June, 2023**

**MHA-08 : MANAGING ENTREPRENEURSHIP AND
SMALL BUSINESS IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about 600 words each.

(ii) All questions carry equal marks.

1. What do you mean by “Entrepreneurship” ? Discuss different types of Entrepreneurship. 20
2. Describe the administrative setup of the SSI (Small Scale Industries). How do trade industry associations in the context of SSI, facilitate development ? Elaborate. 20
3. Write short notes on the following : 10+10=20
 - (a) Alternative fields of Self Employment
 - (b) SWOT Analysis
4. What are the factors which influence the choice of technology in establishing a new business ?

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- Give suitable examples from travel and tourism industry. 20
5. Critically analyse the role of Financial Institutions in India and their role in development of SSI (Small Scale Industries). 20
 6. What do you understand by “Project Report” ? Describe its significance and scope. 20
 7. Which aspect do you look into while considering space for your enterprise ? Substantiate your answer by giving suitable examples from hospitality industry. 20
 8. What is proprietorship ? Describe advantages and disadvantages of partnership type of firms. 20
 9. What are the problems faced by an entrepreneur in relations to Human Resource Development (HRD) ? Give suitable examples from hotels. 20
 10. Write short notes on the following : 20
 - (a) Measures of Marketing Performance
 - (b) Negative and positive sides of Family Business

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