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MHA-08

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

Term-End Examination

June, 2024

**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 is the difference between small scale and medium scale enterprises ? Explain the role of entrepreneurs in Indian Economy. 20
2. What is the purpose and relevance of SMEs ? Explain the role of entrepreneurs in SMEs. 20
3. Explain the various challenges of entrepreneurship. Discuss the main problems being faced by small and medium enterprises. 20
4. Explain motivation and Maslow's hierarchy of needs theory. Discuss how this theory can be helpful for entrepreneurs. 20

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5. Explain the various desirable characteristics and qualities of an entrepreneur. How can entrepreneurial competencies be developed ? 20
6. Write notes on the following : 10+10
 - (a) Creative thinking and idea generation
 - (b) Innovation
7. Explain various factors affecting entrepreneurial growth with specific reference to the Indian context. 20
8. "Entrepreneurship as a career." Comment on this statement with examples of successful entrepreneur in India. 20
9. What all should a standard business plan contain ? Prepare a schematic presentation of the components of a business plan. 20
10. Write notes on the following : 10+10
 - (a) Various forms of ownership of business enterprise
 - (b) Role of financial institutions in entrepreneurship