

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Define a small scale enterprise. Elaborate the characteristics of a small enterprise in tourism. 20
2. Discuss the importance of site selection and choice of technology in starting a small business in tourism. 20
3. What kind of organisation and what talent are needed initially for the effective implementation of the new tourism business ? 20
4. What is market orientation ? Outline some broad issues in the analysis of market demand, competitive situation, and trade practices. 20
5. What are the important financial institutions for financing small scale businesses in tourism ? 20

6. Define the following : 20
- (a) Family business
 - (b) SWOT analysis
 - (c) Multi facility location site
 - (d) Break even analysis
7. Discuss the stages in tourism product design. 20
8. Write a note on growth strategies with a specific focus on tourism industry. 20
9. How can you motivate your employees ? 20
Elaborate with relevant examples.
10. Write short notes on the following : 10+10=20
- (a) Performance Index
 - (b) Registration of firms
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