

**M.Sc. in HOSPITALITY ADMINISTRATION**

**Term-End Examination**

**October, 2010**

**MHA-8 : MANAGING ENTREPRENEURSHIP  
AND SMALL BUSINESS IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :**

- (i) *Attempt any five questions in around 600 words each.*  
(ii) *All questions carry equal marks.*

1. How does SSE play an important role in the economic development of India ? Discuss. 20
2. Discuss the merits and demerits of family business. 20
3. What is market demand Analysis and why is it important ? 20
4. Answer any two in about 300 words each : 10x2=20
  - (a) Cash Flow statement.
  - (b) Break-even analysis.
  - (c) Working capital.

5. What kind of issues would you consider while selecting the sites for a budget hotel and resort ? Explain. 20
6. What are the various stages involved in Product design ? Discuss. 20
7. Define and elaborate the following : 10x2=20  
(a) Marketing orientation.  
(b) Need for Market Assessment.
8. Discuss the process of opportunity identification for entrepreneurship. 20
9. What are the HRD problems faced by tourism entrepreneurs ? 20
10. What is financial planning ? Describe its significance for small business in India. 20
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