

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. What do you understand by entrepreneurial competencies ? How can one develop entrepreneurial competencies ? Discuss. 20
2. What do you understand by the zeroing in process while identifying an opportunity for developing SSE ? 20
3. "Proper selection of site in order to start a new venture is very important for the success of the venture". Comment. 20
4. What do you understand by Business Plan ? What are the common errors in Business plan formulation ? 20

5. What do you understand by Company form of organisation ownership ? What are the advantages and disadvantages of the company form of organisation ? 20
6. Discuss the role of Human Resource Planning in the management of SSE. 20
7. What do you understand by Family Business ? Discuss the issues and problems in family business. 20
8. Discuss the financial management issues in SSE. 20
9. Explain the need of market demand assessment while starting a SSE. Explain with suitable examples from the Tourism Industry. 20
10. Write short notes on *any two* of the following in about 300 words : 20
- (i) Performance Index.
 - (ii) Market Orientation.
 - (iii) Types of Loan.
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