

01286

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What do you mean by Small Scale Industries ? 20
Discuss the characteristics and relevance of SSEs.
2. Enumerate the various competencies relevant for 20
entrepreneurial development.
3. Why is product designing and differentiation 20
important to any organisation ? What are the
various stages involved in product designing ?
4. What is the role of National Small Industries 20
Corporation ? How is their role different from
that of Industrial Finance Corporations of India ?

5. What do you understand by Business Plan ? 20
Discuss its importance for the small enterprises.
6. Discuss the various rules, regulations and 20
procedures relevant for SSI and SSE.
7. Discuss the characteristics of a partnership firm. 20
What are the advantages and disadvantages of
partnership form of firm ?
8. Describe Break-Even Analysis (BEA) and its 20
importance in tourism industry.
9. What do you understand by enterprise growth 20
stage ? What type of stabilisation strategy or
strategies would you adopt on an entrepreneur ?
10. Write short notes on *any two* of the following :
(a) SIDBI 10+10=20
(b) Finance for SSI/SSE
(c) Human factor in Small Industry.
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