

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is meant by Small Scale Enterprises ? What are the problems and support needs of SSEs ?  
**10+10=20**
  
2. What do you understand by Entrepreneurial Competencies ? How can they be developed ?  
**10+10=20**
  
3. How does an entrepreneur arrive at a final project ? Explain with suitable examples. **20**
  
4. Analyse the importance of product/service design and technology in any organisation. **20**

5. Write short notes on *any two* of the following : 10x2=20
- (a) Break - Even Analysis
  - (b) Stages of Organisational Growth
  - (c) Market Demand Analysis
6. Discuss the importance of financial planning to start any SSE venture. 20
7. Compare the advantages and disadvantages of proprietorship and partnership form of organisation. 20
8. How will you evaluate the performance of an organisation ? 20
9. Enumerate the growth strategies formulated and implemented by a firm. 20
10. What do you understand by Performance Index ? How would you measure Marketing Performance ? 10+10=20
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