

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

00161 Term-End Examination

December, 2014

**MHA-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. Analyse the role of Entrepreneurship in Small Scale Enterprises and economic development. 20
2. How do trade industry associations, in the context of Small Scale Industry in Service sector, facilitate development ? 20
3. "For any business, the understanding of the competitive situation is extremely important. In fact, it may be a matter of life and death for the business." Comment. 20
4. Write short notes on the following : 10+10=20
 - (a) Types of Loans
 - (b) SIDBI

5. Define Break-Even Analysis (BEA). Explain the utility of BEA for judging the profitability of SSE. Give suitable illustration. 20
 6. Distinguish between proprietorship, partnership and a company. 20
 7. Explain the significance of performance evaluation for financial management. 20
 8. What are stabilization strategies ? What are the other strategies used by entrepreneurs ? 20
 9. How do families control a firm ? Discuss the issues and problems in family business. 20
 10. Write short notes on the following : 10+10=20
 - (a) Intermediaries in travel trade
 - (b) Multi-facility location site
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