

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

Term-End Examination

June, 2021

**MHA-08 : MANAGING ENTREPRENEURSHIP : SMALL
AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by SSI ? Discuss the various characteristics of SSI. 20

2. Define an Entrepreneur. Discuss the various competencies needed to become a successful entrepreneur. 20

3. Write short notes on any **two** of the following : 2×10=20
 - (a) Market Segmentation
 - (b) Market Orientation
 - (c) Difference between Marketing and Selling

4. Explain why product design is important in any organisation. Discuss the various stages involved in product design. 20
 5. What do you understand by a Business Plan ? Explain the steps involved in the preparation of a business plan. 20
 6. Explain the various stages of growth in the life cycle of a small scale enterprise. 20
 7. What is the importance of assessing the performance of a business ? Discuss the various measures of marketing performance. 20
 8. Define Family Business. What are the major characteristics of a family business ? 20
 9. What do you understand by Financial Planning ? Discuss the sources of short-term and long-term finance. 20
 10. What is Human Resource Planning ? Discuss the importance of training in an organisation. 20
-