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**MHA-08**

**M. SC. IN HOSPITALITY  
ADMINISTRATION (M. H. A.)**

**Term-End Examination**

**December, 2020**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Answer any *five* questions in about  
*600* words each. All questions carry equal  
marks.

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1. What do you mean by “Entrepreneurial Competencies” ? Enumerate the competencies relevant for entrepreneurial development. Give suitable examples from travel and tourism industry. 20
2. Discuss the various rules, regulations and procedures relevant for small scale industries and small scale business. 20

3. Write an essay on “SWOT” analysis of a natural tourist destination for starting a small scale tourism business. 20
4. Why demand prediction related to travel and tourism products and services are very complex and unstable ? Substantiate your answer with suitable examples. 20
5. Explain the need of financial planning. Describe the role of financial institutions for small enterprises in India. 20
6. Write short notes on the following : 10+10
  - (a) Errors in Business plan formulation
  - (b) Break-even Analysis
7. Explain different forms of business organization legally permitted in India. What are the relative advantages and disadvantages of these legal forms of business organisations ? Explain. 20

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8. Elaborate the process of handling grievances in small scale enterprises. Describe measures for improving personnel relations with suitable examples. 20
9. Write short notes on the following : 10+10
- (a) Changing Management Demands
  - (b) Stages of enterprise growth
10. Analyse the positive and negative aspects of family business in India. Give suitable examples. 20