

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

December, 2021

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain the role of both governmental and autonomous bodies in assisting the development of Small Scale Enterprises (SSEs) in India. 20

2. Discuss issues involved in the analysis of market demand, competitive situation and trade practices while establishing a Small Scale Enterprise. 20

3. Why is product design important for an organization ? Describe the product design process. 20

4. What is the relevance of formulating a Business Plan ? Explain common errors in business plan formulation. 20
5. Describe the different forms of organization alternatives open to an entrepreneur. 20
6. Why is performance evaluation significant for financial management ? Discuss giving relevant examples. 20
7. “Efficient management of human resource is an important factor in determining the growth and prosperity of business enterprises.” Justify this statement in the context of tourism enterprises. 20
8. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Entrepreneurial Competencies
 - (b) Institutions which provide Financial Assistance to SSEs in India
 - (c) Recruitment Sources in Small Scale Industry
 - (d) Life Stages of a Small Scale Enterprise
9. Discuss stages for stabilizing business in Small Scale Enterprises (SSEs). 20
10. Discuss the dynamics of functioning of family-owned businesses in India. 20