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744

**MTM-08**

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2014**

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

**Time : 3 Hours]**

**[Maximum Marks : 100**

**Note** :-Answer any *Five* questions in about **600** words each.

1. How is Entrepreneurship a low cost economic development strategy ? Discuss the range of contributions that an entrepreneur can make to a country's development process. 20
2. Define an Entrepreneur and discuss the various types. How can entrepreneurial competencies be developed ? 20
3. "An Entrepreneur entering into the tourism business ought to have information about fund providers." In the light of the above, discuss the prominent fund providing institutions in India. 20
4. What all should a standard Business plan contain ? Prepare a schematic presentation of the components. 20
5. Prepare a check list for deciding upon a location for setting up a new enterprise. 20

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6. Discuss briefly the various forms of ownership of Business enterprise. If you want to start a Travel Agency, what are the variables you would consider before deciding upon the ownership form ? 20
7. What is the significance of financial management for business enterprises ? Discuss the factors which would ensure good financial management and favourable growth. 20
8. Explain the critical areas of concern during the stabilisation phase of an enterprise and suggest possible strategies to address them. 20
9. As an small scale entrepreneur, how would you estimate your cash need and control the corresponding cash flow ? 20
10. Define a family-owned business enterprise. Discuss the characteristics issues and problems of such enterprises. 20