

00037 M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. "Political, economic, technological and socio-cultural factors in the environment impinge upon the life of small enterprises and generate much of the needs required for their existence". Discuss the statement and substantiate your answer with suitable example from hospitality. 20
2. Discuss the development of the policy towards SSI through different industrial policy resolutions. 20
3. What are the alternative fields for self-employment ? How can an entrepreneur identify the opportunity to establish a business in tourism and hospitality ? 20
4. Discuss the variables important for determining market demand in tourism and hospitality sectors. 20

5. Write short notes on the following : 4x5=20
- (a) SWOT Analysis
 - (b) Simulation
 - (c) The Zeroing in Process
 - (d) Commercial and Professional Services
6. "Proper selection of site is very important for the success of any new hospitality venture". Comment and justify your answer with suitable examples. 20
7. Write short notes on the followings : 2x10=20
- (a) Types of Loans
 - (b) Financial Institutions and their role in developing SSE
8. What do you understand by Business Plan ? Explain the steps involved in the preparation of a business plan. 20
9. Discuss the importance of Human Resource Management in SSE. 20
10. What do you understand by performance Index ? How would you measure Marketing Performance ? 20
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