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MHA-08

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination**

June, 2020

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

Time : 3 Hours

Maximum Marks : 100

***Note : (i) Answer any five questions in about
600 words each.***

(ii) All questions carry equal marks.

1. Describe the characteristics and relevance of Small Scale Enterprises. What is the role of Small Scale Enterprises in rural development and regional balance ? Explain with the help of an example from India. 20

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2. "The main focus of Trade-Industry Association initially was on large industries and business units, but recently emphasis has shifted to small scale industries." Justify the statement with suitable examples. 20
3. How an entrepreneur indentifies an opportunity ? Analyze the importance of SWOT analysis in opportunity identification. 20
4. Is there any difference between opportunity sensing and opportunity identification ? Elaborate by citing relevant examples form travel and tourism industry. 20
5. Explain the variables whose understanding is necessary for determining market demand. 20
6. Elaborate different stages of tourism product design. How technology is helpful in designing a service product ? Give suitable examples. 20
7. Write short notes on the following : $10 \times 2 = 20$
 - (a) Location criteria and checklist
 - (b) Working capital computation

8. Enumerate the pros and cons of being conservative and optimistic in small business with the help of an example of a small business in tourism. 20
9. Write short notes on the following : $10 \times 2 = 20$
 - (a) Stabilization Strategies
 - (b) Growth Strategies
10. What is the need of assessing the performance of small scale business ? Explain the significance of short-term and long-term measures of performance. 20