

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

Term-End Examination

**MTM-08/MTM-008 : 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. Describe the characteristic features of Indian Small Scale Enterprises (SSEs). Explain the relevance of SSEs in bringing regional balance and rural development for on developing economy like India. 20
2. Identify career alternatives in the field of tourism as a source of self-employment. Describe the process of identification of a business opportunity and subsequent zeroing in process. 20
3. Define market demand. Why and how should market demand analysis be done by an entrepreneur before starting a new venture. 20



4. Outline the importance and relevance of financial planning for any organisation. Describe various institutions which provide financial assistance to Small Scale Enterprises in India. 20
5. Discuss the various forms of business organisation along with their comparative advantages and disadvantages. 20
6. Discuss the human resource dynamics in small enterprises in terms of their importance, problem areas and planning requirements. 20
7. Elaborate the growth stages in the life of a new enterprises and the corresponding changes in each stage. Substantiate your answer with the help of suitable examples. 20
8. Taking the example of any small enterprise of your choice, as its entrepreneur how would you analyse and overcome the following situation:
 - a) Poor new sales
 - b) Poor repeat sales. 10+10=20
9. Describe the various ways to measure the marketing performance of an enterprise. 20
10. Define a family owned business. Describe problem areas in such business and suggest strategies to overcome them. 20

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