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**MHA-08**

**M. Sc. IN HOSPITALITY  
ADMINISTRATION (MHA)**

**Term-End Examination**

**June, 2022**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. What is a small scale enterprise ? Discuss the role of small scale enterprises in the economic development of India. Substantiate your answer with suitable examples. 20

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2. What do you mean by entrepreneurial competencies ? Elaborate the role of knowledge, skill, motives and traits in entrepreneurial competencies. 20
3. “Export market will become tougher because of competition among developing countries with similar comparative advantages.” Critically analyse the statement. 20
4. What are alternative fields of self-employment ? Elaborate by giving suitable examples from Hospitality Industry. 20
5. What is marketing orientation ? What are the differences between the selling orientation and the marketing orientation ? 20
6. Write short notes on the following : 10+10
- (a) State Financial Corporations
  - (b) Commercial Banks

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7. What type of location would you go for if you are starting a tourist transport business ? 20
8. Describe the common errors in project report formulation with relevant examples. 20
9. Write an essay on “Ownership Structure and Organisational Framework”. 20
10. Write short notes on the following : 10+10
  - (a) Asset Management
  - (b) Importance of Training in Small Entrepreneurship Firm