

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

Term-End Examination

June, 2022

**MTM-8/MTTM-8 : 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. What do you understand by Small Scale Enterprise in India ? Discuss the characteristics and relevance of Small Scale Enterprises. 20
2. Explain the major entrepreneurial competencies and the steps involved in the development of these competencies. 20
3. Write a detailed note on the various financial institutions which can help a Small Scale Enterprise in India. 20
4. What is the general objective in selecting an appropriate site for a business enterprise ? Describe the factors that will influence the selection of a business site. 20

5. What is meant by a Business Plan ? Describe the general contents of a Business Plan Summary. 20
6. Explain the advantages and disadvantages of the Partnership and the Company form of organisations respectively. 20
7. Discuss from a financial planning aspect, the various factors which influence the growth of a business. 20
8. What is the importance of training and development in small entrepreneurial enterprises ? Explain the problems faced by an entrepreneur in relation to Human Resource Development. 20
9. Define a Family-owned Business in India and discuss the advantages and disadvantages of such form of business set-up. 20
10. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Technological Considerations during Product Design Stage
 - (b) Difference between Competency and Skill
 - (c) Difference between Fixed Cost and Variable Cost
 - (d) Principle of Conservatism in Small Businesses