

No. of Printed Pages : 2 **MTM-8/MTTM-008**

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

Term-End Examination

June, 2023

**MTM-8/MTTM-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. Discuss the role of Entrepreneurship in SSE and economic development. 20
2. Enumerate the various competencies relevant for entrepreneurship development. 20
3. What is financial planning ? Discuss its significance for small tourism business in India. 20

P. T. O.

4. Analyse the importance of product/service design and technology in any tourism organisation. 20
5. Write short notes on any *two* of the following :
 - (a) Break-even analysis 10
 - (b) Taxation in firms 10
 - (c) Market demand analysis 10
6. Describe the various forms of ownership of business enterprises along with their advantages and disadvantages. 20
7. What is the significance of financial management for business enterprise ? Discuss the factors which would ensure good financial management and favourable growth of a large size tour company. 20
8. What factors do influence the choice of technology in establishing a new business ? Elaborate with an example of a tourism business. 20
9. How can you motivate your employees ? Elaborate with relevant examples. 20
10. What are the HRD problems faced by tourism entrepreneurs ? Discuss with suitable examples. 20