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**MTTM-8**

**MASTERS IN TRAVEL AND TOURISM  
MANAGEMENT (MTTM)**

**Term-End Examination**

**June, 2024**

**MTTM-8 : 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 do you understand by Small-Scale Enterprise (SSE) ? Discuss the characteristics of SSE and its relevance in tourism. 20
2. What do you understand by entrepreneurial competencies ? How can they be developed ? Elaborate. 20

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3. Critically examine the need for market assessment, and the procedure for the analysis of market demand and competitive situations for SSEs. 20
4. Discuss, with the help of suitable examples, the factors that influence the choice of technology and selection of site for initiating a new entrepreneurial venture in hospitality sector. 20
5. Write short notes on the following : 4×5=20
  - (i) Assets Management
  - (ii) Break-even analysis
  - (iii) Registration of firms
  - (iv) Selection process
6. What is meant by financial planning ? As a tourism entrepreneur, develop a frame-work for assessing your financial requirements and the possible sources for meeting these financial requirements. 20
7. Define Business Plan. Give a detailed outline of the components of a standard business plan. 20

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8. Describe the characteristics of a partnership form of organisation. Also mention the advantages and disadvantages of a partnership form of organisation. 20
9. What do you understand by Performance Index ? How would you measure marketing performance ? Explain with the help of examples from the service industry. 20
10. Write notes on any *two* of the following :  
2×10=20
- (a) Zeroing process in entrepreneurship
  - (b) Schemes for providing self-employment
  - (c) Advantages and disadvantages of family business