

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

Term-End Examination

June , 2015

00218

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Discuss the importance of Small Scale Enterprise (SSE) in tourism and hospitality industry. 20
2. What do you understand by "Zeroing in Process" ? Explain with the help of relevant examples from the hospitality industry. 20
3. What is market demand analysis ? Why is it important for a Small Scale Enterprise (SSE) ? 20
4. What are the common errors in the formulation of business plan ? How can you avoid them while formulating a business plan for a hospitality service venture ? 20

5. What are the salient features of a Partnership form of business ? Explain the advantages of Partnership form of business in the hospitality industry. 20
6. Discuss the role of Human Resource Planning in SSE. Explain with the help of examples from the hospitality sector. 20
7. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (a) Entrepreneurial Competencies
 - (b) Need for Financial Planning
 - (c) Importance of Product Design
8. Discuss the important tools for measuring the marketing performance of an SSE. Explain with the help of examples. 20
9. Evaluate the role of Government Policies in the administrative and institutional set-up of an SSE. Substantiate your answer with suitable examples from hospitality industry. 20
10. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (a) Importance of technical know-how for an entrepreneur
 - (b) Managing Liabilities
 - (c) Types of Loans
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