

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2009****MTM-8 : MANAGING ENTREPRENEURSHIP AND
SMALL BUSINESS IN TOURISM***Time : 3 hours**Maximum Marks : 100*

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- Note :** (i) *Attempt any five questions in around 600 words each.*
- (ii) *All questions carry equal marks.*
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1. What are the problems of tourism SSEs in India ? 20
2. How can the entrepreneurial competencies be developed ? Explain with the help of self rating sheet and competency profile sheet. 20
3. What are the fields of self employment in tourism industry ? Explain. 20
4. Discuss the process of opportunity identification for entrepreneurship. 20
5. Mention the variables whose understanding is important for determining market demand. 20

6. Discuss the stages in tourism product design. 20
7. What common errors usually occur in business plan formulation ? 20
8. Discuss the advantages and disadvantages of proprietorship. 20
9. What are the HRD problems faced by tourism entrepreneurs ? 20
10. Explain the enterprise growth stages with features of each stage. 20

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