

00494

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2011

**MTM-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 role of Entrepreneurship in SSE and Economic Development. 20
2. Write a note on the concept of entrepreneurial competencies. 20
3. Elaborate the role of Government in, developing and promoting small scale industries and business. 20
4. What is the process of identifying opportunities in SSE ? Explain with suitable examples from the service industry. 20
5. Analyse some broad issues involved in the analysis of market demand, competitive situations and trade practices. 20

6. What do you mean by financial planning ? 20
Develop a framework for assessing your financing requirement as an entrepreneur.
7. Discuss some of the financial institutions and their 20
roles in providing self employment to the educated unemployed youth in India.
8. Discuss some of the location preferences for 20
starting a travel agency in any metro city.
9. Discuss the characteristics of a company. What 20
are its forms on the basis of incorporation from the taxation and legal perspective ?
10. Write short notes on *any two* of the following :
(a) SWOT Analysis 10+10=20
(b) Break-Even Analysis
(c) Market Orientation
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