No. of Printed Pages : 3 **MTM-8-MTTM-8**

MASTER OF ARTS (TOURISM MANAGEMENT)/MASTER OF TOURISM AND TRAVEL MANAGEMENT

(MTM/MTTM)

Term-End Examination

December, 2022

MTM-8/MTTM-8 : 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. Define an entrepreneur and explain the process of Opportunity, Scanning or Screening and Identification (OSI) in an entrepreneurial journey. 20

2. Discuss the significant contribution of entrepreneur and entrepreneurship to the

development process of a country. Identify factors which are conducive for small scale enterprises to emerge and survive. 20

3. Elaborate the variables which help determine market demand. Suggest ways how an entrepreneur can analyse the household as well as institutional demand for a product he/she is launching. 20

4. "Finance is one of the essential requirements of any business enterprise." Discuss this statement in the context of an entrepreneurial business, highlighting the financial planning elements which an entrepreneur should take into account. 20

5. Distinguish between the Proprietorship, Partnership and Company forms of organisation set-ups. 20

6. Explore reasons why many small businesses owners may not be good at handling employee relations. Suggest ways how small business managers can contribute towards healthy employee relations. 20

7. Identify the different stages in the life cycle of a new small enterprise. Explain important strategies formulated and implemented by small enterprises willing to grow. 20

8. Describe the requirements of Cash and Cash Flow Control in small scale enterprises. 20

9. Discuss the issues and problems in a family owned business. Enumerate important coping mechanism adopted by such businesses in India. 20

10. Write short notes on the following in about **150** words each : 4×5=20

    (a) Need for understanding competitive situation by enterprises

    (b) Need for loans by small scale business enterprises

    (c) Zeroing of business opportunity

    (d) Break-even analysis