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MTTM-8

**MASTERS IN TRAVEL AND TOURISM
MANAGEMENT (MTTM)
Term-End Examination**

December, 2024

**MTTM-8 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry **equal** marks.

1. What is meant by Small Scale Enterprises (SSE) ? What are the problems and support needs of SSEs ? Explain with examples from tourism industry. 20

2. Define an entrepreneur. Discuss the types of entrepreneurs and the skills required to be a successful entrepreneur. 20

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3. What is the process of identifying opportunities in SSE ? Explain with suitable examples from tourism industry. 20
4. Why is there a need for assessing the market ? What are the factors that help to determine the market demand and understand the trade practices ? Quote examples from tourism industry. 20
5. Write short notes on the following : 4×5=20
- (i) SWOT Analysis
 - (ii) Types of Loans
 - (iii) Proprietorship
 - (iv) Recruitment Process
6. Discuss the importance of product/service design and the choice of technology in establishing a new business in tourism sector. 20
7. What is a business plan ? What are the common errors observed in a business plan ? Explain with the help of suitable examples. 20

8. Describe the characteristics of a Joint Stock Company form of organisation. Also mention the advantages and disadvantages of a Joint Stock Company form of organisation. 20
9. Critically analyse the growth strategies formulated and implemented by a firm. Explain with the help of suitable examples. 20
10. Write short notes on any *two* of the following :
2×10=20
- (a) Performance Index
 - (b) Competitive Situation Analysis for SSEs
 - (c) Issues and problems in Family Business

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