

No. of Printed Pages : 4

MTTM-8

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

December, 2025

**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. Define Small Scale Enterprise (SSE) and list its characteristics. Also explain the role of entrepreneurship in SSE. Support your answer with examples from the tourism industry. 20

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2. Define an entrepreneur and discuss the various types of entrepreneurs. How can one develop entrepreneurial competencies ? Discuss. 20
3. Describe the process of zeroing in on an opportunity by an entrepreneur. Support your answer with an example from the tourism and hospitality industry. 20
4. What is meant by a Business Plan ? What are the contents of a Standard Business Plan of a SSE ? Explain with the help of an example from the tourism industry. 20
5. Write short notes on any *two* of the following in about **300** words each : 2×10=20
 - (i) Opportunity Scanning
 - (ii) SWOT Analysis
 - (iii) Types of Loans

6. Why is financial planning important before starting a new enterprise ? Identify the factors and the possible sources for meeting the financial requirements of a tourism venture. 20
7. Describe the company form of organization along with its advantages and disadvantages. 20
8. Describe the growth strategies formulated and implemented by a firm. Explain with the help of an example from the tourism industry. 20
9. Discuss the role of Human Resource Planning (HRP) in the management of SSEs. 20

10. Write short notes on any *two* of the following

in about **300** words each :

2×10=20

(a) Break-Even Analysis

(b) Performance Index

(c) SSE opportunities in tourism sector

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