

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2018

**MHA-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. What do you mean by Small Scale Industries ? 20
Also discuss the characteristics and problems of Small Scale Industries (SSIs) in India.
 2. Explain the role of various central and state 20
government bodies and other autonomous bodies in assisting the implementation of small scale industry and small scale business.
 3. Analyse the role of SWOT analysis in the 20
identification of a business opportunity. Explain with the help of examples from the hospitality industry.
 4. What is Market Orientation ? Why should an 20
entrepreneur go for market assessment ?

5. Write short notes on : 10x2=20
(a) Intermediaries in Travel and Tourism Industry
(b) Analysis of Competitive Situation
6. What do you understand by Business Plan ? 20
Describe basic format of the business plan related to "Service ventures".
7. Write an essay on "Asset Management". 20
8. Write short notes on : 10x2=20
(a) Trade Debts
(b) Solvency and Credibility
9. Why should an entrepreneur give attention to Human Resource Development ? What are the problems faced by an entrepreneur in relations to Human Resource Development ? Substantiate your answer with suitable examples from hospitality industry. 20
10. Describe the various stages of growth in the life of a small enterprise. Also discuss the strategies used for stabilization of an enterprise. 20
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