

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
December, 2025**

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Discuss the role of small-scale enterprises in the economic development. 20
2. Critically analyze the Indian Government's policy towards developing and promoting small-scale industry and small-scale business. 20

[2]

3. Discuss the role of knowledge, skill, motives and traits in entrepreneurial competencies. 20
4. Write short notes on the following : $2 \times 10 = 20$
 - (a) Identification of an opportunity
 - (b) SWOT Analysis
5. Discuss the variables that are necessary for determining market demand. 20
6. Discuss the factors involved in determining the location of a business. 20
7. What is the importance of market demand analysis for an entrepreneur ? Elaborate your answer by giving suitable examples. 20
8. Discuss the various stages involved in product design. 20
9. Write an essay on “Forms of ownership—advantages and disadvantages”. 20
10. Describe the various stages of growth in the life of a small-scale enterprise. 20

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