

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)**

Term-End Examination

June, 2025

**MHA-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. What is 'Entrepreneurship' ? Analyze the role of entrepreneurship 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

3. Write short notes on the following : $2 \times 10 = 20$
 - (a) Alternative fields of self-employment
 - (b) Identification of an opportunity
4. “Proper demand analysis and forecasting helps in formulating effective marketing programmes.” Analyze the statement with suitable example. 20
5. Explain why product or service design is important to any organization. 20
6. Write an essay on “Financial Institutions for Small Scale Enterprises”. 20
7. Discuss the variables that are necessary for determining market demand. 20
8. Describe the criteria to be considered while presenting a project report for the purpose of industrial finances. 20
9. Describe the nature of Human Resource Planning in SSE (Small Scale Enterprises). Also explain the recruitment process in SSE (Small Scale Enterprises). 20
10. Write short notes on the following : $2 \times 10 = 20$
 - (a) Measures of marketing performance
 - (b) Family business in India

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