

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions in about
600 words each. Each question carries
equal marks.

1. Define Small Scale Enterprises (SSE).
Critically analyse the challenges faced by
SSEs in India and the means to mitigate
them. Substantiate your answer with
suitable examples. 20
2. What do you understand by entrepreneurial
competencies ? Describe the major
entrepreneurial competencies. 20

3. Describe the process of scanning and identifying an opportunity by an entrepreneur. Support your answer with an example from the Tourism and Hospitality Industry. 20
4. Discuss the significance of market assessment for SSEs. Also mention the variables to be studied for determining the market demand. 20
5. Write short notes on any **two** of the following in about **300** words each :
- 2×10 = 20
- (i) Financial Planning for SSE
 - (ii) Stages of growth in an organisation
 - (iii) Break-even Analysis
6. What are the factors that influence the choice of technology in establishing a new business ? Explain with the help of suitable example from SSE. 20
7. Describe the Partnership form of organization along with its advantages and disadvantages. 20

8. What are the stages of enterprise growth ?
What are the strategies used by
entrepreneurs for stabilization of an
enterprise ? 20
9. What are the critical issues related to
financial management in small scale
enterprises ? Support your answer with
suitable examples from travel and tourism
industry. 20
10. Write short notes on any **two** of the
following in about **300** words each : $2 \times 10 = 20$
- (a) Issues and problems of Family Owned
Business
 - (b) Common errors in Business Plan
Formulation
 - (c) SSE opportunities in Tourism Sector

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