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MHA-008

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

Term-End Examination

June, 2026

**MHA-008 : 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. Explain the concept and characteristics of Small Scale Enterprises (SSE). Discuss their relevance in the Indian economy with suitable examples. 20
2. Explain the concept of market orientation in entrepreneurship. Discuss the need and importance of market assessment for a new business venture. 20

3. Explain the factors influencing the choice of technology by an entrepreneur. Discuss how the right technology contributes to the success of an enterprise. 20
4. Discuss the role of banks in providing finance to small enterprises in India. What are the different types of loans available to entrepreneurs ? 20
5. Explain the significance and scope of a project report. Discuss the major components of a good business plan with suitable examples. 20
6. Explain the different forms of business organization. Discuss their main features with suitable examples. 20
7. Explain how the performance of a small enterprise can be evaluated. Discuss the importance of the principle of conservatism in financial management. 20
8. Explain the importance of the human factor in small-scale industries. Discuss how effective human resource planning contributes to organizational success. 20

9. Explain the concept of Management Performance Assessment in Small Scale Enterprises (SSE). Discuss the importance of developing a Total Performance Index for evaluating overall business success. 20
10. Explain the concept and characteristics of family business. Discuss the significance and role of family businesses in the Indian economy. 20

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