

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)/
MASTER OF TOURISM AND
TRAVEL MANAGEMENT (MTTM)
Term-End Examination
June, 2026**

**MTTM-008 : 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. What is meant by Small Scale Enterprises (SSE) ? What are the problems and support needs of SSEs ? Support your answer with examples from Tourism industry of India. 20

2. Define an entrepreneur and discuss the various types of entrepreneurs. Also enumerate the major entrepreneurial competencies. 20
3. Critically examine the role of both governmental and autonomous bodies in assisting the development of Small-Scale Enterprises (SSEs) in India. Support your answer with suitable examples. 20
4. Explain the process of scanning and identifying an opportunity by an entrepreneur. Support your answer with an example from the Tourism and Hospitality industry. 20
5. Write short notes on any *two* of the following in about **300** words each :

2×10=20

- (a) Advantages of Proprietorship form of business

(b) Advantages of Partnership form of business

(c) Advantages of Company form of business

6. What are the factors that influence the selection of site in establishing a new business ? Explain with the help of suitable example from SSE. 20

7. What do you understand by a Business Plan ? What are the common errors in the formulation of a Business Plan ? Explain with the help of suitable example from SSE. 20

8. What are the stages of enterprise growth ? What are the growth strategies formulated and implemented by a firm ? 20

9. Define a family-owned business enterprise. Discuss the issues and problems usually associated with a family-owned business enterprise. 20

10. Write short notes on any *two* of the following in about **300** words each : $2 \times 10 = 20$

- (a) Market Demand Analysis
- (b) Total Performance Index
- (c) Human Resource Planning (HRP) in the management of SSEs

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