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Roll No. ....

## **BTTM-604**

### **Entrepreneurship Development**

Bachelor of Tourism & Travel Management (BTTM)

6th Semester Examination, 2023 (June)

**Time : 2 Hours]**

**[Max. Marks : 35**

**Note :** This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

### **SECTION–A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

- 1.** Highlight the types and significance of Entrepreneurial trades in India.

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**[P.T.O.**

2. Discuss the role of Entrepreneurs in Socio-Economic development.
3. Explain the process of identifying Entrepreneurship opportunity.
4. Explain the process of market analysis and assessment for opening of the Small-Scale Tourism Enterprises.
5. Discuss the managerial process of small scale of enterprises.

### **SECTION-B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. Discuss in brief the process of preparing a business plan.
2. Describe the role of banks in entrepreneur's development.
3. Describe the process of managing family enterprises in tourism.
4. Highlight the process of knowing impact assessment.

5. Examine the financial options available for setting up small scale enterprises.
  6. Discuss the role of entrepreneurs in development.
  7. Examine the use of internet in small scale enterprises.
  8. Explain the use of Consortiums in small scale enterprises.
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