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Roll No.

BTS-604/BTTM-604**Entrepreneurship Development**

Bachelor of Tourism and Travel Management
(BTS-12/BTTM-16/17)

Sixth Semester, Examination, 2017

Time : 3 Hours**Max. Marks : 40**

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section-A**(Long Answer Type Questions)**

Note : Section 'A' contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Define Entrepreneur. Give a brief account of nature and importance of an entrepreneur.
2. What legal formalities are to be complied by an entrepreneur for establishment of a new small scale enterprise ?
3. Discuss the factors affecting the form of a business organisation. What form of organizational framework would you suggest for a small-scale industry ?

4. Explain the various techniques used for marketing SSE's in tourism.

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 *four* (04) questions only.

1. Examine the innovation theory of entrepreneurship.
2. Explain the need of institutions for the entrepreneurship development.
3. Explain in brief the factors affecting external environmental analysis.
4. What is project feasibility study ?
5. What are the various criteria for choice of technique ?
6. Explain the role of entrepreneur in economic growth.
7. How would you assess the performance of small scale enterprises ?
8. Explain the features of Human Resource Management.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

State whether the following statement is True *or* False.

1. Entrepreneur lack innovation.
2. Entrepreneurship is not only personal trait but a group behaviour.
3. Opportunity is a chance.

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4. Environmental threats are included in SWOT analysis.
5. Entrepreneurs are made not born.
6. Entrepreneur helps in import substitution.
7. The investment limit of SSI does not exceed ₹ one crore.
8. Every project has a life span.
9. Incentive payments are designed to stimulate working conditions.
10. Market skimming exploits certain buyers.