

Roll No.

BTS–604/BTTM–604

Entrepreneurship Development

**Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16)**

Sixth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 30

Note : This paper is of **thirty (30)** marks containing **three (03)** sections A, B and C. Learners are required to 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 seven and half $7\frac{1}{2}$ marks each. Learners are required to answer *two* (02) questions only.

1. Who is an Entrepreneur ? Discuss the essential characteristics of an Entrepreneur.
2. What is meant by external environmental analysis ? Explain in brief the factors affecting external environmental analysis.
3. Explain the various processes for opening of Small Scale Tourism Enterprises.
4. Explain in detail the various managerial processes in small scale enterprises.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of two and half $2\frac{1}{2}$ marks each. Learners are required to answer *four* (04) questions only.

1. Differentiate between entrepreneur and entrepreneurship.
2. State the working of State Industrial Development Corporation.
3. What do you mean by identification of entrepreneurship opportunities ?
4. Give a brief summary of legal requirements for SSE's in Tourism.
5. What is capital intensive technology ?
6. Explain the merits and limitations of sole proprietorship.
7. Explain the uses of internet in marketing.
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. Traits are related with organizing competency.
2. Theory of social change was propounded by Max Weber.

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3. Skill-cum-Technology Upgradation Programme (STUP) is designed by SIDBI.
4. Ownership of organisation determines the level of control and management.
5. Subsidies are concessions.
6. Entrepreneurial behaviour is governed only by training support system.
7. Project identification deals with viable product idea.
8. Cost over run affects the project margin.
9. Industrial estate is a labour locality.
10. Product mix generally consists of single product line.

