

BTS–604/BTTM–604

Entrepreneurship Development

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

Sixth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** 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 nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the various types of Entrepreneur. What are the main functions of an entrepreneur ?
2. Explain the various environmental factors that affect the entrepreneurial development in the context of a developing country like India.
3. Examine the need for an enterprise location. Also evaluate different steps involved in enterprise location (site).

4. Explain various managerial processes performed in Small Scale 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 *four* (04) questions only.

1. Explain the steps involved in Business Plan.
2. Explain the role of SIDCO (State Industrial Development Corporation).
3. Explain the factors affecting identification of Entrepreneurship Opportunities.
4. Discuss the process of managing family enterprises in tourism.
5. What do you mean by market analysis and assessment ? How is it done ?
6. What are the main sources of short and long-term finance for a small enterprises ?
7. How performance assessment is done of SSE's ?
8. Explain the role of significance of marketing SSE's in Tourism.

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.

Indicate whether the following statements are True *or* False :

1. Entrepreneurial traits deal with Profit seeking behaviour. (True/False)

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2. Entrepreneur plays vital role in socialism. (True/False)
3. Need for Achievement theory is concerned with Schumpeter. (True/False)
4. Subsidies the Repayment. (True/False)
5. Entrepreneurial behaviour does not require personality profile. (True/False)
6. Business Opportunity relates with commercial feasible projects. (True/False)
7. In India registration of small industries is voluntary. (True/False)
8. Entrepreneur creates employment opportunities. (True/False)
9. Entrepreneur is an inventory and not innovator. (True/False)
10. Idea generation stage is a visualization process. (True/False)

