

# **BTS-604/BTTM-604**

## **Entrepreneurship Development**

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

Sixth Semester Examination, 2019 (July)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into 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 (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

- 1.** Define the concept of Entrepreneur. What are the qualities of a successful entrepreneur?
- 2.** Explain in detail the various legal requirements for small scale Enterprises (SSE's) in tourism.

3. Explain the role and importance of Entrepreneur in Economic growth.
4. Discuss the actions you take to check performance assessment and control of SSE's.

### **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. What are the various types of an Entrepreneur ?
2. Explain the need for achievement theory of Entrepreneurship.
3. What are the various environmental factors affecting the entrepreneurial development in india ?
4. How will you judge the feasibility of a new project ?
5. What are the various criteria for choice of technique ?
6. What type of entrepreneurial decisions have to be taken while launching a new enterprise ?
7. Discuss the various problems of marketing related to SSE's in tourism.
8. Suggest measures to ensure effective Human Resource Management in SSE's.

**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. (10 $\times$  $\frac{1}{2}$ =05)

1. Entrepreneurial traits deals with profit seeking behaviour.
2. According to sociological approach, entrepreneurship is process of role performance.
3. Promotion of venture means developing.
4. Market analysis indicates market area.
5. Production is not the factor of internal environmental analysis.
6. Project is prepared by promoters.
7. Entrepreneurial Development Institute of India is situated in New Delhi.
8. There is no role of entrepreneur in import substitution
9. The maximum investment limit of tiny sector is Rs. twenty five lakh.
10. Project is a scheme for investing resources.

