

No. of Printed Pages : 2

MHA-08

00394

M.Sc. HOSPITALITY ADMINISTRATION

Term-End Examination

June, 2014

MHA-08 : MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define a Small Scale Enterprise (SSE). Elaborate characteristics and relevance of Small Scale Enterprises. 20
2. What do you understand by entrepreneurial competencies ? How the same can be developed for hospitality sector ? Elaborate. 20
3. Write short notes on the following : 10+10=20
 - (a) Alternative fields of self- employment
 - (b) Swot Analysis
4. Why is market assessment necessary in small business ? 20
5. Explain why product or service design is important to accommodation unit ? 20
6. What is financial planning ? Describe its significance for small business in India. 20

7. Write short notes on the following : **10+10=20**
(a) Human Resource Planning.
(b) Handling Employees Grievances.
8. Discuss some measures of assessing marketing performance. **20**
9. Discuss the advantages and disadvantages of proprietorship. **20**
10. Discuss the stages in tourism product design with an example of a product design of your choice. **20**



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MHA-08

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

00161 Term-End Examination

December, 2014

**MHA-08 : MANAGING ENTREPRENEURSHIP AND
SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Analyse the role of Entrepreneurship in Small Scale Enterprises and economic development. 20
2. How do trade industry associations, in the context of Small Scale Industry in Service sector, facilitate development ? 20
3. "For any business, the understanding of the competitive situation is extremely important. In fact, it may be a matter of life and death for the business." Comment. 20
4. Write short notes on the following : 10+10=20
 - (a) Types of Loans
 - (b) SIDBI

5. Define Break-Even Analysis (BEA). Explain the utility of BEA for judging the profitability of SSE. Give suitable illustration. 20
6. Distinguish between proprietorship, partnership and a company. 20
7. Explain the significance of performance evaluation for financial management. 20
8. What are stabilization strategies ? What are the other strategies used by entrepreneurs ? 20
9. How do families control a firm ? Discuss the issues and problems in family business. 20
10. Write short notes on the following : 10+10=20
 - (a) Intermediaries in travel trade
 - (b) Multi-facility location site

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MHA-08

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

June , 2015

00218

**MHA-08 : MANAGING ENTREPRENEURSHIP AND
SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Discuss the importance of Small Scale Enterprise (SSE) in tourism and hospitality industry. 20
2. What do you understand by "Zeroing in Process" ? Explain with the help of relevant examples from the hospitality industry. 20
3. What is market demand analysis ? Why is it important for a Small Scale Enterprise (SSE) ? 20
4. What are the common errors in the formulation of business plan ? How can you avoid them while formulating a business plan for a hospitality service venture ? 20

5. What are the salient features of a Partnership form of business ? Explain the advantages of Partnership form of business in the hospitality industry. 20
6. Discuss the role of Human Resource Planning in SSE. Explain with the help of examples from the hospitality sector. 20
7. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Entrepreneurial Competencies
 - (b) Need for Financial Planning
 - (c) Importance of Product Design
8. Discuss the important tools for measuring the marketing performance of an SSE. Explain with the help of examples. 20
9. Evaluate the role of Government Policies in the administrative and institutional set-up of an SSE. Substantiate your answer with suitable examples from hospitality industry. 20
10. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Importance of technical know-how for an entrepreneur
 - (b) Managing Liabilities
 - (c) Types of Loans
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**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2015

**MHA-08 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. What is the relevance of SSE in the modern business environment ? Substantiate your answer with relevant examples from the tourism and hospitality industry. 20
2. As an entrepreneur how would you identify an opportunity for developing a Small Scale Enterprise (SSE) ? Explain with the help of examples from the hospitality industry. 20
3. What is the objective for the selection of a site for a hospitality venture ? What are the factors that influence the selection of a site ? Substantiate your answer with relevant examples from the hospitality industry. 20
4. What is meant by ' Business Plan' ? Prepare the Business Plan for starting a Luxury Resort near a metropolitan city. 20

5. Write short notes on **any two** of the following :
(a) Types of loan 2x10=20
(b) Cash flow statement
(c) Product design for accommodation unit
6. Evaluate the role of National Small Industries Corporation in the development of SSE. 20
7. What is Break - Even Analysis (BEA) ? Discuss its importance with respect to the hospitality industry. 20
8. What are the salient features of company form of Business ? Explain the advantages of company form of Business in the hospitality industry. 20
9. Explain the stabilising strategies formulated and implemented by a firm. Substantiate your answer with suitable examples from the hospitality industry. 20
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10. Write short notes on **any two** of the following :
(a) Market Assessment 2x10=20
(b) Marketing Performance Analysis
(c) Managing HR in SSE

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MHA-08

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

June, 2016

**MHA-08 : MANAGING ENTREPRENEURSHIP :
SMALL AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. "Political, economic, technological and socio-cultural factors in the environment impinge upon the life of small enterprises and generate much of the needs required for their existence". Discuss the statement and substantiate your answer with suitable example from hospitality. 20
2. Discuss the development of the policy towards SSI through different industrial policy resolutions. 20
3. What are the alternative fields for self-employment ? How can an entrepreneur identify the opportunity to establish a business in tourism and hospitality ? 20
4. Discuss the variables important for determining market demand in tourism and hospitality sectors. 20

5. Write short notes on the following : **4x5=20**
- (a) SWOT Analysis
 - (b) Simulation
 - (c) The Zeroing in Process
 - (d) Commercial and Professional Services
6. "Proper selection of site is very important for the success of any new hospitality venture". Comment and justify your answer with suitable examples. **20**
7. Write short notes on the followings : **2x10=20**
- (a) Types of Loans
 - (b) Financial Institutions and their role in developing SSE
8. What do you understand by Business Plan ? **20**
Explain the steps involved in the preparation of a business plan.
-
9. Discuss the importance of Human Resource Management in SSE. **20**
10. What do you understand by performance Index ? How would you measure Marketing Performance ? **20**
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MHA-008

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2016

**MHA-008 : MANAGING ENTREPRENEURSHIP :
SMALL AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Identify and discuss some broad areas which present an enormous variety of opportunities for creativity and innovation in small business related to hospitality and tourism. 20
2. What do you understand by "Entrepreneurial Competencies" ? Discuss the role of knowledge, skill, motives and traits in entrepreneurial competencies. 20
3. Discuss the government policy towards developing and promoting small scale industry and small scale business. 20
4. Write short notes on the following : 4x5=20
 - (a) SWOT Analysis
 - (b) Simulation
 - (c) The Zeroing in Process
 - (d) Commercial and Professional Service

5. What do you understand by market orientation ? 20
Why should an entrepreneur go for market assessment ? Substantiate your answer with suitable examples from hospitality industry.
6. "In the hospitality sector location of the service is 20
a very important factor. Very often the location decides the tariff rates or the price of services." Analyse the statement by giving suitable examples.
7. What is a company ? What are the distinctions 20
between a private company and a public company ?
8. Write a note on "Financial Management Issues in 20
SSE."
9. Describe the various stages of growth in the life 20
of a small scale enterprise. What type of a stabilisation strategy would you adopt as an entrepreneur ?
10. Write short notes on any two of the following :
(a) Human Resource Management in SSE 10x2=20
(b) Break-even Analysis
(c) Issues/Problems in family business
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MHA-008

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

00365
00300

Term-End Examination

June, 2017

**MHA-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Answer any five questions in about 600 words each.*

(ii) *All questions carry equal marks.*

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1. Identify major characteristics of Small Scale Enterprises (SSE). Explain 'support facilities' conducive for their growth. **20**
 2. Who is an Entrepreneur ? Discuss the role of Entrepreneurship in SSEs and overall economic development. **20**
 3. How can opportunities for an Entrepreneurial venture in the Tourism and Hospitality Industry be identified ? **20**
 4. Write short notes on the following in about 150 words each : **5x4=20**
 - (a) SWOT Analysis
 - (b) Business Credibility
 - (c) Liabilities Management
 - (d) Wage fixation in Small Industry
-

5. What do you understand by Entrepreneurial Financial Planning ? Explore the possible sources of meeting the financial requirements of a small scale new Enterprise. 20
 6. Explain any two forms of ownership of a Business Enterprise along with their respective advantages and disadvantages. 20
 7. What are the Recruitment practices in SSEs ? Explain the importance and types of Employees training. 20
 8. Enumerate the critical areas of concern and possible strategies during start-up and survival stage of an SSE. 20
 9. How did the 'Family Business' concept started in India ? With the help of suitable examples, explain the pros and cons of a family business. 20
 10. What are the factors which influences the choice of Business location and technology while establishing a new Enterprise ? 20
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**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2017

**MHA-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions in about 600 words each.

(ii) All questions carry equal marks.

1. Identify the different types of Entrepreneurs. 20
Describe the steps involved in developing Entrepreneurial competencies.
2. Explain the factors which needs to be analysed 20
while assessing the market for a Small Scale Enterprise (SSE) start-up.
3. List the contents of a Standard Business Plan. 20
4. Elaborate factors and procedures for deciding 20
Business Facility Locations. Explain locational problems for Single Facility and Multiple Facility unit.

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5. Write short notes in about 150 words each : **5x4=20**
- (a) Difference between skill and competence
 - (b) Qualities of a Successful Entrepreneur
 - (c) Assest Management
 - (d) Small Industries Development Bank of India (SIDBI)
6. Discuss the need and major considerations for formulating 'Implementation Schedule' for a new hospitality unit. **20**
7. What are the critical areas of concern during the Growth and Expansion stage of SSEs ? Suggest possible strategies to address them. **20**
8. Elaborate how Cash Flow Schedule and Production Schedule can be used as an Evaluation and control tool in SSEs. **20**
9. Discuss the tax structure for various form of Business Enterprise as applicable under the Indian Income Tax Act. **20**
10. Discuss issues and problems in Family Business while suggesting strategies to cope with them. **20**
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MHA-008

00294

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

June, 2018

**MHA-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss the role of small scale enterprises in the economic development of India. Substantiate your answer with relevant examples from the tourism and hospitality industry. 20
2. Write short notes on the following : 2x10=20
 - (a) Types of Entrepreneur
 - (b) Major Entrepreneurial Competencies
3. Write an essay on "Industrial Policy Resolutions". 20
4. What is Marketing orientation ? Discuss the variables for determining market demand. 20
5. "Finance is one of the essential requirements of an enterprise". Justify the statement with suitable examples. 20

6. Write short notes on : 2x10=20
(a) National Small Industries Corporation (NSIC)
(b) State Financial Corporations (SFCs)
7. What are the common errors in Business Plan Formulation ? Elaborate with suitable examples from travel and tourism. 20
8. Discuss the characteristics of a company. What are the distinctions between a private company and a public company ? 20
9. Why should an entrepreneur give attention to Human Resource Development ? What are the problems faced by an entrepreneur in relations to Human Resource Development ? Substantiate your answer with suitable examples from hospitality industry. 20
10. What is a family business ? Discuss the positive and negative aspects of family business. 20

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00214

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2018

**MHA-008 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What do you mean by Small Scale Industries ? 20
Also discuss the characteristics and problems of Small Scale Industries (SSIs) in India.
2. Explain the role of various central and state 20
government bodies and other autonomous bodies in assisting the implementation of small scale industry and small scale business.
3. Analyse the role of SWOT analysis in the 20
identification of a business opportunity. Explain with the help of examples from the hospitality industry.
4. What is Market Orientation ? Why should an 20
entrepreneur go for market assessment ?

5. Write short notes on : 10x2=20
(a) Intermediaries in Travel and Tourism Industry
(b) Analysis of Competitive Situation
6. What do you understand by Business Plan ? 20
Describe basic format of the business plan related to "Service ventures".
7. Write an essay on "Asset Management". 20
8. Write short notes on : 10x2=20
(a) Trade Debts
(b) Solvency and Credibility
9. Why should an entrepreneur give attention to Human Resource Development ? What are the problems faced by an entrepreneur in relations to Human Resource Development ? Substantiate your answer with suitable examples from hospitality industry. 20
10. Describe the various stages of growth in the life of a small enterprise. Also discuss the strategies used for stabilization of an enterprise. 20
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MHA-008

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

00844

Term-End Examination

June, 2019

**MHA-008 : MANAGING ENTREPRENEURSHIP :
SMALL AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*

1. What do you understand by Small Scale Industries ? Discuss the role of small scale enterprises in the economic development of a developing country. 20
2. What do you understand by marketing orientation ? Discuss the variables whose understanding is necessary for determining market demand. 20
3. Discuss the factors which influence the choice of technology in establishing a new tourism business. 20
4. Discuss the importance of a business plan in the small enterprise. Explain the steps involved in the preparation of a business plan for a travel agency. 20

5. What are the various forms of business organisation ? Discuss the important considerations in the selection of an appropriate organisational form. 20
6. Discuss the importance of training and development in small entrepreneurship firm. Support your answer with suitable examples. 20
7. What do you understand by performance index ? Explain the significance of short term measures of performance. 20
8. Comment upon the typical strengths and weaknesses of family based enterprises. Support your answer with suitable examples. 20
9. Write short notes on **any two** of the following : 10x2=20
- (a) Human Resource Planning
 - (b) Characteristics of a Company
 - (c) Need for Market Assessment
10. Explain why product/service design is important to accommodation unit. 20
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MHA-08

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2019

00581

**MHA-08 : MANAGING ENTREPRENEURSHIP : SMALL
AND MEDIUM BUSINESS PROPERTIES**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. What do you understand by financial planning ?
Discuss the role of financial institutions in developing SSE. 20
2. Write short notes on any **two** of the following : 2×10=20
 - (a) Role of SIDBI
 - (b) SWOT Analysis
 - (c) Types of Loans
3. Discuss the importance of Human Resource Management in SSE. 20

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4. What do you understand by enterprise growth stages ? Discuss the significance of niche market for an entrepreneur. 20
5. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (a) Break-Even Analysis
 - (b) Common Errors in Business Plan Formulation
 - (c) Market Demand Analysis
6. What do you understand by performance index ? Discuss some measures of marketing performance. 20
7. Discuss in brief the various issues and problems in family business. How can professionalism be introduced in family business ? 20
8. Discuss the advantages and disadvantages of sole proprietorship. 20
9. Discuss the role and importance of technology and technical know-how for an entrepreneur. 20
10. Write short notes on the following : $2 \times 10 = 20$
- (a) SSE for Rural Development
 - (b) The Zeroing in Process

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MHA-08

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination**

June, 2020

**MHA-08 : MANAGING ENTREPRENEURSHIP AND
SMALL BUSINESS IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any five questions in about
600 words each.*

(ii) All questions carry equal marks.

1. Describe the characteristics and relevance of Small Scale Enterprises. What is the role of Small Scale Enterprises in rural development and regional balance ? Explain with the help of an example from India. 20

P. T. O.

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2. "The main focus of Trade-Industry Association initially was on large industries and business units, but recently emphasis has shifted to small scale industries." Justify the statement with suitable examples. 20
3. How an entrepreneur indentifies an opportunity ? Analyze the importance of SWOT analysis in opportunity identification. 20
4. Is there any difference between opportunity sensing and opportunity identification ? Elaborate by citing relevant examples form travel and tourism industry. 20
5. Explain the variables whose understanding is necessary for determining market demand. 20
6. Elaborate different stages of tourism product design. How technology is helpful in designing a service product ? Give suitable examples. 20
7. Write short notes on the following : $10 \times 2 = 20$
 - (a) Location criteria and checklist
 - (b) Working capital computation

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8. Enumerate the pros and cons of being conservative and optimistic in small business with the help of an example of a small business in tourism. 20
9. Write short notes on the following : $10 \times 2 = 20$
- (a) Stabilization Strategies
 - (b) Growth Strategies
10. What is the need of assessing the performance of small scale business ? Explain the significance of short-term and long-term measures of performance. 20

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