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[Roll No.]

BTTM-604

**Bachelor of Tourism & Travel
Management (BTTM) VIth Semester
Examination Dec., 2023**

ENTREPRENEURSHIP DEVELOPMENT

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any two (02) questions only.

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(1)

P.T.O.

1. How can the development of entrepreneurial skills positively impact an individual's ability to start and manage a successful business?
2. How can entrepreneurs effectively assess the impact of their ventures on the surrounding community and environment ?
3. Discuss the significance of choosing the right ownership structure and organizational framework for small-scale enterprises in the tourism industry.
4. How do performance assessment and control mechanisms contribute to the long- term viability of SSEs ?
5. Discuss different strategies involved in managing human resources in small-scale enterprises (SSES) within the tourism industry.

Section–B

(Short Answer Type Questions) 4×4=16

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.

1. Name three entrepreneurial traits that are crucial for success.

2. What distinguishes different types of entrepreneurs?
3. What documentation is typically required for the establishment of small-scale enterprises in India ?
4. How can family involvement positively influence the management of a tourism business ?
5. Why is market analysis essential for the success of small-scale tourism ventures ?
6. Name two types of ownership structures suitable for small-scale tourism enterprises
7. Identify two challenges associated with managing human resources in small- scale tourism enterprises.
8. Why is it important for SSEs to implement effective control mechanisms ?
