

**A-0279**

**Total Pages : 4**

**Roll No. -----**

**BTTM-604**

**Entrepreneurship Development**

**Bachelor of Tourism & Travel Management (BTTM)**

**6<sup>th</sup> Semester Examination 2024(Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note :** This paper is of Thirty Five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**P.T.O.**

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## **Section-A (Long-Answer-Type Questions)**

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.

[2x9½=19]

- Q.1. Discuss, with suitable examples, the key entrepreneurial skills required for successful business management.
- Q.2. Discuss the role of entrepreneurs in the social and economic development of a region. Support your answer with suitable examples.
- Q.3. Explain the process of identifying entrepreneurship opportunities in the Tourism Sector. Give examples from Uttarakhand in support of your answer.
- Q.4. How has technological advancements benefitted the Small-Scale Enterprises? Give example from Tourism Sector in the support of your answer.

- Q.5. Discuss the importance of managing Human Resources in Small Scale Enterprises. Also mention the role of human resources on the overall efficiency of an SSE.

### **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.

[4x4=16]

- Q.1. What are the key traits of a successful entrepreneur?
- Q.2. How can entrepreneurship contribute to sustainable development?
- Q.3. What are documents required for establishing a Small-Scale Tourism Enterprises (SSEs) in Uttarakhand?

P.T.O.

- Q.4. What are the challenges of a Family run Business enterprise?
- Q.5. What factors should one consider while choosing a site for starting an SSE in Tourism?
- Q.6. What is the common organizational framework of a Small-Scale Enterprises (SSEs) in Tourism?
- Q.7. How will you assess the performance of a Small-Scale Tourism enterprise?
- Q.8. What are the benefits of using internet for the purpose of marketing of a Small-Scale Tourism Enterprise?

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