

**A-0496**

**Total Pages : 3**

**Roll No. ....**

**BTTM-604**

**Entrepreneurship Development**

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

**Examination 2026 (Feb.)**

**Time: 02:00 hrs**

**Max. Marks: 35**

Note : This paper is of Thirty Five (35) marks divided in to 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.*

**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)**

**P.T.O**

**A-0496**

1. Explain the role of State Industrial Development Corporation in entrepreneur's development.
2. Discuss the meaning and types of Indian entrepreneurial traits.
3. Discuss the methods of managing family enterprises in tourism.
4. Explain the types of ownership structure and organizational framework required in small scale enterprises.
5. Discuss the process of managing human resources 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 any Four (04) questions only.**

**(4x4=16)**

1. Discuss the features of entrepreneurial traits.
2. Describe the significance of entrepreneurial traits.

3. Explain the role of entrepreneurs in development of tourism industry.
4. Describe the process of environmental analysis for identification of entrepreneurship.
5. Highlight the process of market assessment for opening of small-scale tourism enterprises.
6. Discuss the technological and site choice available in India for Small Scale enterprises.
7. Describe the managerial process associated with Small Scale Enterprises.
8. Examine the availability of marketing opportunities in Small scale Enterprises in tourism.

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