

A-398

Total Pages : 3

Roll No. -----

BTTM-604

Entrepreneurship Development

Bachelor of Tourism & Travel Management (BTTM)

6th Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Discuss the various entrepreneurial traits and how they contribute to the success of an entrepreneur.
- Q.2. Explain the concept of entrepreneurship opportunities and discuss the factors that contribute to their emergence.
- Q.3. Prepare a detailed guide for SSEs in Uttarakhand on how to comply with legal and regulatory requirements.
- Q.4. Discuss the challenges and opportunities of operating an SSE in a rural area.
- Q.5. Discuss the importance of continuous learning and adaptations for managers of SSEs in the tourism sector.

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. Differentiate between entrepreneur and manager.
- Q.2. What are the different types of entrepreneurs?
- Q.3. What is a feasibility study? Also discuss its significance.

- Q.4. What are some of the challenges faced by SSEs in the tourism industry?
- Q.5. How does entrepreneurship contribute to economic growth?
- Q.6. How can government and tourism organizations support the marketing efforts of SSEs?
- Q.7. What is the purpose of performance assessment and control in SSEs?
- Q.8. How can employee motivation and engagement be enhanced in SSEs?
