

A-0669

Total Pages : 3

Roll No.

BTTM-604

Bachelor of Tourism & Travel Management (BTTM)

(Entrepreneurship Development)

Examination, June 2025

Time : 2:00 Hrs.

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 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) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. Define the term 'entrepreneur'. Discuss the different types of entrepreneurs with their characteristics.
2. Describe the main theories of entrepreneurship, highlighting their key concepts and relevance in tourism entrepreneurship.
3. What is meant by 'impact assessment' ? How can an impact assessment help stakeholders to make better decisions about tourism development in Uttarakhand ?
4. What are the financing options available for a Small Scale Tourism Enterprise ? How can we utilise them to ensure business sustainability ?
5. How can we assess the performance of a Small-Scale Tourism Enterprise ? What measures can be put in place to control and measure Performance ?

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. What role does institutions play in developing entrepreneurial skills ?
2. What are the key components of a Business Plan ?

3. What are legal requirements for establishing a Small-Scale Tourism Enterprises (SSEs) in Uttarakhand ?
4. What are the benefits of a Family run Business enterprise ?
5. What are the different ownership structures commonly seen in Tourism Business ?
6. How can internet be used for the benefit of Small-Scale Tourism Enterprise ?
7. Briefly explain the key managerial processes in Small-Scale Enterprises (SSEs)
8. What are the challenges faced by women entrepreneurs ?
