



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## BTS SIXTH SEMESTER ASSIGNMENT

*Programme Name: Bachelor of Tourism Studies*

*Course Name: Entrepreneurship Development*

*Session: 2014-15 (summer)*

*Last Date of Submission: 15 June 2015*

*Programme Code: BTS12*

*Course Code: BTS604*

*Maximum Marks: 20*

**Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

### **Briefly discuss the following:**

1. Define the following terms:
  - a) Role of Entrepreneurs
  - b) Advantages and Disadvantages of Family Enterprises in tourism
2. What is the role of SIDBI?
3. Discuss the importance of environmental Analysis in tourism.
4. Explain the meaning of tourism feasibility study.
5. What are various types of organisation?
6. How can a small scale enterprise manage his time effectively?
7. What are the factors influencing the performance in SSE's?
8. What is consortium marketing?

**Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.**

1. What is entrepreneurship? In context of Indian scenario the development of entrepreneurships is more important. Why?
2. Define the concept Small Scale Enterprises (SSE's) in Tourism and discuss the importance of such units in India.
3. What do you understand by human resource management? What are the objectives of human resource management in an organization?
4. What do understand by centralization and decentralization? Discuss the implementation of these two concepts in different organisations.