



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Master of Tourism management

second semester question bank

Year:2011-12

Course Title: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM
Course Code: MTM-8

Section 'A'
Long Answer Type

Lower Order Question

Q.1- What is the role of entrepreneurship in SSI? Discuss.

Ans- Refer Unit 1

Q.2- What is the role of SIDBI? Discuss

Ans- Refer Unit 3

Q.3- How would you identify an opportunity?

Ans- Refer Unit 4

Q.4- Describe the alternate fields of self-employment.

Ans- Refer Unit 4

Q.5- What do you understand by Business Plan? Why should the summary be the first to mention in a business plan?

Ans- Refer Unit 8

Q.6- Discuss the characteristics of a company.

Ans- Refer Unit 9

Q.7- Discuss the characteristics of partnership.

Ans- Refer Unit 9

Q.8- What are the different forms of ownership in a Company? Discuss its advantages and disadvantages.

Ans- Refer Unit 9

Q.9- Why accounts should be maintained properly?

Ans- Refer Unit 10

Q.10- What are the problems faced by an entrepreneur in relations to HRD?
Ans- Refer Unit 11

Q.11- Why do you need to assess the performance of your business?
Ans- Refer Unit 13

Middle Order Question

Q.1- What do you think is the major feature of the 1990 policy resolution with respect to SSI?
Ans- Refer Unit 3

Q.2- Describe the administrative set up of the SSI sector.
Ans- Refer Unit 3

Q.3- Why should an entrepreneur go for market Assessment?
Ans- Refer Unit 5

Q.4- Mention the variables whose understanding is necessary for determining market demand.
Ans- Refer Unit 5

Q.5- How would you analyse competition?
Ans- Refer Unit 5

Q.6- Discuss the role of SIDBI in granting loans.
Ans- Refer Unit 7

Q.7- Describe the common errors in project report formulation.
Ans- Refer Unit 8

Q.8- Explain the significance of performance evaluation for financial management.
Ans- Refer Unit 10

Q.9- Why should an entrepreneur give attention to HRD?
Ans- Refer Unit 11

Q.10- What type of a stabilisation strategy would you adopt as a entrepreneur.
Ans- Refer Unit 12

Q.11- Discuss the significance of a niche market for an entrepreneur.
Ans- Refer Unit 12

Q.12- Explain the steps involved in the preparation of a Business plan.
Ans- Refer Unit 14

Q.13- Discuss the management control mechanisms in family business.
Ans- Refer Unit 14

Higher Order Question

Q.1- What do you understand by Small Scale Industries? Discuss the characteristics and relevance of SSIs.

Ans- Refer Unit 1

Q.2- What do you understand by entrepreneurial competencies? How can we develop Entrepreneurial Competence?

Ans- Refer Unit 2

Q.3- Discuss the development of the policy towards SSI through different industrial policy resolution.

Ans- Refer Unit 3

Q.4- Describe the various policies and programmes of the Govt. of India for fostering the growth and development of small scales sector in the country.

Ans- Refer Unit 3

Q.5- What do you understand by SWOT analysis?

Ans- Refer Unit 4

Q.6- What are the fields of self employment in tourism industry? Explain.

Ans- Refer Unit 4

Q.7- What do you understand by market orientation? Why should an entrepreneur go for market assessment?

Ans- Refer Unit 5

Q.8- What factors influence the choice of technology in establishing a new business?

Ans- Refer Unit 6

Q.9- Why do you require financial planning? Mention the Indian perspective on financing SSI's.

Ans- Refer Unit 7

Q.10- Explain the utility of break-even analysis for judging the profitability of small enterprises with the help of an example.

Ans- Refer Unit 8

Q.11- What are the main project cost components for which of these courses would a commercial bank offer financial assistance?

Ans- Refer Unit 8

Q.12- Enumerate the pros and cons of being conservative and optimistic in small business.
Ans- Refer Unit 10

Q.13- How can you motivate the employees of your enterprise to undergo training and retraining?
Ans- Refer Unit 11

Q.14- Discuss some important strategies for the growth of an enterprise.
Ans- Refer Unit 12

Q.15- Discuss some measures of marketing performance.
Ans- Refer Unit 13

Q.16- How do families control a firm? Discuss the issues and problems in family business.
Ans- Refer Unit 14

Section 'B' **Short Answer Type**

Lower Order Question

Q.1- Discuss the problems faced by SSIs.
Ans- Refer Unit 1

Q.2- Who can be defined as an entrepreneur?
Ans- Refer Unit 2

Q.3- What do you understand by market orientation?
Ans- Refer Unit 5

Q.4- What factors should you consider in deciding the site of your business?
Ans- Refer Unit 6

Q.5- What is the role of National Small Industries Corporation?
Ans- Refer Unit 7

Q.6- What types of location would you go if you are in tourist transport business?
Ans- Refer Unit 8

Q.7- Why you have to choose the form of your organisation?
Ans- Refer Unit 9

Q.8- Can production schedule be used as an evaluation tool?
Ans- Refer Unit 13

Q.9- What do you mean by business plan?
Ans- Refer Unit 14

Middle Order Question

Q.1- What are the problems of tourism SSEs in India.
Ans- Refer Unit 1

Q.2- Discuss about entrepreneur types.
Ans- Refer Unit 2

Q.3- How would you zero in on an opportunity?
Ans- Refer Unit 4

Q.4- Discuss the advantages of Proprietorship.
Ans- Refer Unit 9

Q.5- How would you manage liabilities?
Ans- Refer Unit 10

Q.6- How can you motivate your employees?
Ans- Refer Unit 11

Q.7- How can you grow your customers?
Ans- Refer Unit 12

Q.8- Discuss the positive aspects of family business.
Ans- Refer Unit 14

Higher Order Question

Q.1- How do trade industry associations, in the context of SSIs, facilitate development?
Ans- Refer Unit 3

Q.2- How would you analyse competition?
Ans- Refer Unit 5

Q.3- Describe the various policies and programmes of the Govt. of India for fostering the growth and development of small scales sector in the country.
Ans- Refer Unit 7

Q.4- Which aspects do you look into while considering space for your enterprise?
Ans- Refer Unit 8

Q.5- What is the importance of training in small entrepreneurship firm?
Ans- Refer Unit 11

Q.6- What do you understand by enterprise growth stage?
Ans- Refer Unit 12

Q.7- Define quality control. How can quality be controlled in small firms ?
Ans- Refer Unit 13

Q.8- How can professionalism be introduced in family business?
Ans- Refer Unit 14

Section 'C' Objective Question

Fill in the Blanks:

Q.1- Any business is run for
Ans- Refer Unit 10

Q.2- The basic soundness and cash needs of a small business can be measured with the help of
analysis and analysis.
Ans- Refer Unit 10

Q.3- Profit and Loss Account measures the business or
Ans- Refer Unit 10

Q.4- The full form of SIDBI is
Ans- Refer Unit 3

Q.5- A plan is a written statement of what you hope to achieve in your business and how you are going to achieve.
Ans- Refer Unit 8

Choose the correct alternative:

- Q.1- While valuing stocks the value to be taken should be:
- (a) Cost Price
 - (b) Market Price
 - (c) Market price including premium especially when the commodity price is controlled
 - (d) Lower of (a) and (b)

Ans- Refer Unit 10

- Q.2- While reflecting the value of land and building as also other fixed assets one should indicate:
- (a) the cost price
 - (b) market value
 - (c) book value
 - (d) None of the above

Ans- Refer Unit 10

- Q.3- National Small Industries Corporation (NSIC), a public undertaking was set up in
- (a) 1950
 - (b) 1955
 - (c) 1960
 - (d) 1965

Ans- Refer Unit 7

- Q.4- According to the EDI, Which of the following contribute towards top performance?
- (a) Concern for high quality of work
 - (b) Initiative
 - (c) Persistence
 - (d) All of the above

Ans- Refer Unit 2

- Q.5- Which IPR initiated the modern SSI in India?
- (a) IPR 1956
 - (b) IPR 1948
 - (c) IPR 1980
 - (d) IPR 1977

Ans- Refer Unit 3

ANSWER SHEET (OBJECTIVE QUESTION)

Fill in the Blanks:

Serial No. of the Questions	Answer of the Questions
1	Profit
2	break-even / cashflow
3	profit / loss
4	Small Industries Development Bank
5	Business

Choose the correct alternative:

Serial No. of the Questions	Answer of the Questions
1	Lower of a and b (d)
2	Book Value (c)
3	1955 (b)
4	All of the above (a)
5	IPR 1956 (a)