



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-503/2010-11

2010-11

ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Entrepreneurship is an inborn quality. This is perceived by
 - a) Trait theorists
 - b) Behavioural theorists
 - c) Motivational theorists
 - d) System theorists.
 - ii) An entrepreneur should be
 - a) innovative
 - b) creative
 - c) a good leader
 - d) all of these.
 - iii) In ERG theory 'G' stands for growth. This growth implies
 - a) growth of organization
 - b) personal growth of employees
 - c) growth of society
 - d) growth of the nation.



- iv) "Function of religious beliefs" is suggested by
- a) Hagen
 - b) Kunkel
 - c) Max Weber
 - d) None of them.
- v) Liebenstein's suggestion is the function named as
- a) withdrawal
 - b) self
 - c) belief
 - d) none of these.
- vi) Venture capital is provided for
- a) new business
 - b) new machinery
 - c) new idea
 - d) all of these.
- vii) According to Alder's ERG theory, Maslow's five levels of needs can be regrouped under
- a) five
 - b) three
 - c) two
 - d) none of these.
- viii) Intrapreneur is dependent on the entrepreneur as
- a) intrapreneur does not bear the risk
 - b) funds are not raised by the intrapreneur
 - c) both (a) & (b)
 - d) none of these.
- ix) Risk is a measure of profitability and
- a) measure of realization of unwanted negative consequences
 - b) severity of adverse effects
 - c) both (a) & (b)
 - d) none of these.



- x) Innovation refers to
- incremental
 - radical and revolutionary changes in thinking
 - product, process or organization
 - all of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- What do you mean by social responsibility in business ?
- How to set up a travel agency ? Discuss with various steps and involvement of different industries.
- What is SWOT analysis ? Discuss why and how SWOT analysis is important in entrepreneurship development in India.
- Discuss the various sources of finance of capital in entrepreneurial business.
- What role do entrepreneurs play in economic growth of the country ?
- Explain the types of entrepreneur and their different functions.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. What are the requirements for establishment of new unit related to tourism ? Explain the incentives and concession offered by Government of India and State Government.
9. Define the entrepreneurial motivation. Explain the Maslow's need Hierarchical theory and the different types of the motivating factors.
10. Define entrepreneurial development programme. Discuss their objectives and the different phases of the EDP's.
11. What do you mean by industrial sickness ? What are the various causes of industrial sickness ? How can an entrepreneur overcome it ? $3 + 7 + 5$
12. What do you mean by entrepreneurial behaviour ? Briefly describe any one of the psychological theories of entrepreneurship.

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