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Invigilator's Signature :	

# CS/BTTM/SEM-5/TTM-503/2011-12 2011 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) The word 'entrepreneur' is derived from the French root which means
    - a) adventurism b) thrill seeking
    - c) imaging d) to undertake.
  - ii) According to McClelland and entrepreneur has to be
    - a) a profit seeker b) conservative
    - c) opprotunist d) achiever.

iii) The main contributor of Human relation theory is

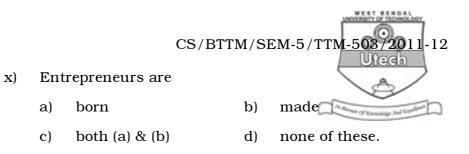
- a) F. Taylor b) Max Weber
- c) Elton Mayo d) None of them.

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iv)	Second generation entrepreneurs are			s are	
	a)	imitative	b)	fabian (Yeambly and target	
	c)	drone	d)	innovative.	
v)		repreneurs working pany are called	under	the bindings of a	
	a)	Netropreneurs	b)	Intrapreneurs	
	c)	E-entrepreneurs	d)	All of these.	
vi)	vi) Venture capital is provided for				
	a)	New business	b)	New technology	
	c)	New idea	d)	All of these.	
vii)	Which of the following is not an entrepreneurial theory ?				
	a)	Sociological	b)	Psychological	
	c)	Anthropological	d)	None of these.	
viii)	Inno	ovation is			
	a)	conceiving new ideas			
	b)	b) transforming an idea into application			
	c)	analytical ability			
	d)	all of these.			
ix)	ix) The primary function of an entrepreneur is				
	a) measurement of resources				
	b)	marketing			
	c)	planning			

d) diversification of production.



## **GROUP – B**

### (Short Answer Type Questions)

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

- 2. Differentiate between entrepreneurs, intrapreneurs and managers.
- 3. State the functions of an entrepreneur.
- 4. Are entrepreneurs 'made' or 'born' ? What is your opinion and why ?
- 5. How does Maslow's theory of motivation help an entrepreneur ?
- 6. What do you mean by corporate social responsibility ?

#### **GROUP – C**

#### (Long Answer Type Questions)

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

- Discuss the role of entrepreneurship in opening a tourism business unit.
- 8. Discuss the role and relevance of entrepreneurial development programme.

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- 9. What are the different sources available to an entrepreneur for raising of funds for establishing a new unit related to tourism ?
- 10. What do you mean by business planning ? Discuss the importance of business planning in entrepreneurship.
- 11. Discuss the role of government for encouraging small and medium entreprise units in India.