



Name :

Roll No. :

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.



- iv) Second generation entrepreneurs are
- a) imitative
 - b) fabian
 - c) drone
 - d) innovative.
- v) Entrepreneurs working under the bindings of a company are called
- a) Netropreneurs
 - b) Intrapreneurs
 - c) E-entrepreneurs
 - d) All of these.
- 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) Innovation is
- a) conceiving new ideas
 - b) transforming an idea into application
 - c) analytical ability
 - d) all of these.
- ix) The primary function of an entrepreneur is
- a) measurement of resources
 - b) marketing
 - c) planning
 - d) diversification of production.



x) Entrepreneurs are

- | | |
|-------------------|-------------------|
| a) born | b) made |
| c) both (a) & (b) | d) none of these. |

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 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 × 5 = 15

7. 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 enterprise units in India.
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