



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-503/2009-10  
2009**

**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 any *ten* of the following :

10 × 1 = 10

- i) Innovation is
  - a) conceiving new ideas
  - b) transforming an idea into application
  - c) analytical ability
  - d) all of these.
  
- ii) The National Institute of Entrepreneurship & Small Business Development ( NISEBUD ) is located at
  - a) Chennai
  - b) Mumbai
  - c) New Delhi
  - d) Kolkata.



- iii) Project report is a
  - a) written statement of action
  - b) written statement of proposal
  - c) both (a) & (b)
  - d) none of these.
- iv) EDP is meant for creating
  - a) managers
  - b) businessman
  - c) motivating & guiding people
  - d) none of these.
- v) The Schumpeter theory of entrepreneurship is known as
  - a) Psychological theory
  - b) Innovation theory
  - c) Entrepreneurship theory
  - d) none of these.
- vi) EDP was initiated in India under the sponsorship of
  - a) IDBI b) IFCI
  - c) ICICI d) GIIC.
- vii) The role of Angel Financers in an entrepreneurial business is
  - a) technology financing b) motivating
  - c) directing d) none of these.
- viii) The semi-government institution that provides fund to entrepreneurs in India is
  - a) IDBI
  - b) NFDC
  - c) Reserve Bank
  - d) Venture Corporation Limited.



- ix) The strength of technical entrepreneurs lies in
- a) skill & ability
  - b) temptation to earn monetary profits
  - c) conceiving the idea of a new business
  - d) both (a) & (b).
- x) The licence necessary to run a business in India is regarded as
- a) Income tax licence
  - b) Trade licence
  - c) VAT
  - d) none of these.
- xi) Motivation refers to
- a) way in which urges
  - b) desire and striving
  - c) aspiration or needs
  - d) all of these.
- xii) Entrepreneurs emerging from within the confines of organization are called
- a) inventors
  - b) organizers
  - c) manager
  - d) entrepreneurs.
- xiii) Characteristic of an entrepreneur is being
- a) pessimist
  - b) dependent
  - c) innovative
  - d) all of these.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. State the functions of an entrepreneur.
3. Distinguish between Entrepreneurship and Intrapreneurship.
4. Discuss in brief the role of entrepreneurship in economic development of a country.
5. Write a note on Thomas Cook as an entrepreneur.
6. Define entrepreneurship and state its advantages.  $2 + 3$



**GROUP – C**

**( Long Answer Type Questions )**

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

7. What do you mean by entrepreneurial motivation ? What are the important factors that motivate people to go into business ? Explain how economic & non-economic factors help in developing entrepreneurship.  $3 + 6 + 6$
8. What do you mean by Entrepreneurship Development Programmers ( EDPs ) ? What are its objectives ? "EDP is the process of grooming entrepreneurs." Explain the statement.  $3 + 3 + 9$
9. Briefly explain the different roles of an entrepreneur in Indian Tourism Business.
10. Bring out the concept of raising of fund. Discuss about the various sources of fund raising for a business.  $6 + 9$
11. What is decision making ? What role does it play in entrepreneurial business ? Explain the various steps in decision making.  $3 + 4 + 8$
12. Write short notes on any *three* of the following :  $3 \times 5$
- a) Fabien entrepreneur
  - b) Leadership
  - c) SIDBI
  - d) Innovation
  - e) Economic environmental analysis.