

DCT's

S.S.Dempo College of Commerce and Economics

M.A in Tourism & Heritage Management (Semester III) Examination, November 2016

THM-O129 ENTREPRENEURIAL MANAGEMENT IN TOURISM (Under Revised OA-18)

Duration: 3 Hours

Max. Marks: 60

Instructions:

- 1) Answer all the questions
- 2) Marks are indicated against each question

1. Write Short Notes on any 5 of the following: (5 x 2 marks)
 - a. Aurthur H. Cole's Classification of Entrepreneurs
 - b. Innovative Value Chain
 - c. Bootstrapping
 - d. Women Entrepreneurs
 - e. Project Management
 - f. Incubating Centers
2. A. What are the essentials to start a new venture, How does the Indian Government support this concept ? (10 marks)
Or
B. Do you feel its necessary to end a venture? List the steps involved in ending a Venture?
3. A. Discuss the evolution of the concept of Entrepreneurship, through various theories associated with management. (10 marks)
Or
B. Describe the types of Entrepreneurs and provide examples? Discuss how fostering the spirit of entrepreneurship can result in development of our nation?
4. A. Describe the stages and school of thought from which the study of Entrepreneurship has developed?(10 marks) Or
B. Discuss the concept of intrapreneur with examples?
5. A. What are the essentials of a Business Plan, explain the various elements of a Business Plan? (10 marks)
Or
B. What is project management and what are the Project life cycle stages?
6..What are small scale industries and discuss how the government supports such ventures? (10 Marks)
Or
B. Discuss the various sources of funding a new venture.