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**(Printed Pages 3)**

**Roll. No. \_\_\_\_\_**

## **ITS-3588**

**B.B.A.(T) (Semester-VI) Examination, 2015**

**Entrepreneurship Development in**

**Tourism**

**(BTA-603)**

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt one question from each Unit.

1. Write short notes on any **(5) five** - 6×5
  - (i) Motivation and Traits
  - (ii) Solo Operators
  - (iii) Materials Management
  - (iv) Risk Analysis
  - (v) Partnership and Co-Ownership

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- (vi) Ethical Governance
- (vii) Business Plan
- (viii) Market Assessment

**Unit-I**

- 2. Describe the Entrepreneurial Competencies providing examples from tourism? 10
- 3. Write a detailed essay on "Entrepreneurship in the tourism Industry"? 10

**Unit-II**

- 4. Define "Market Assessment"? Do you think that selection of technology is a core part of entrepreneurship? Support your answer with reasons. 10
- 5. "An Entrepreneur has to be a mix of challenges and inbuilt qualities." Discuss the statement with valid arguments. 10

**Unit-III**

- 6. Analyze the organization and ownership structures keeping in mind the field of tourism?10

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- 7. What steps can be taken to build entrepreneurial competencies? 10

**Unit-IV**

- 8. Financial Management in new enterprises is a major challenge. What challenges do you think a tourism entrepreneur has to face to achieve success? 10
- 9. Establish a relationship between a new enterprise and marketing management?10

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