

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043**

**Master's Degree Examination, November-2018
Semester III**

**Class: II PG
Major: Tourism Management**

**Time: 3 Hours
Max. Marks: 60**

17 MTAC15-Tourism Entrepreneurship

Part-A

10 x 1/2 =5

Choose the correct answer

- 1) Finland attract settlers _____
(a) Safety (b) Infrastructure (c) Clean Nature (d) All
- 2) Small type of tourism business attracts people _____
(a) Social Demands (b) Flexibility (c) Less Capital (d) All
- 3) Primary Goal of Tourism Student _____
(a) Tourism Business (b) Tourism Career (c) Fancy Study (d) Time Pass
- 4) Taking Career in Tourism Industry, the Common Discouragements _____
(a) Parents (b) Teachers (c) Society (d) Legislative Problems
- 5) The Person who introduced new goods/products is _____
(a) Drone (b) Fabian (c) Imitative (d) Initiative
- 6) The quality makes a person a successful entrepreneur _____
(a) Laziness (b) Sleepy (c) Fear (d) Entrepreneurial Behavior
- 7) Headquarters of the UN WTO _____
(a) Geneva (b) Madrid (c) New York (d) Finland
- 8) These Loans are used as Fixed Assets _____
(a) Long Term (b) Short Term (c) Internal (d) External
- 9) Definition of an Entrepreneur is a Person with _____
(a) Own Organization (b) Innovative Ideas
(c) Faces Social problems (d) None
- 10) Model of Environment is having Abilities like _____
(a) Acquired (b) Inherent (c) Economic (d) All

Part-B

5x4=20

Answer All Questions

Answer should not exceed 200 words or one page

- 11) a. Discuss Entrepreneurial Qualities.
(Or)
b. Discuss the Characteristics of Entrepreneur.
- 12) a. Bring out Differences of a Manager and Entrepreneur.
(Or)
b. Discuss Problems of Women Entrepreneur.
- 13) a. Who is small Entrepreneur?
(Or)
b. Bring out the Necessity Qualities of a Big Entrepreneur.
- 14) a. Give a detail picture of Qualities of a Small Scale Entrepreneur.
(Or)
b. Give a detail picture of Qualities of a Large Scale Entrepreneur
- 15) a. Give ideas about the Promotion of Rural Entrepreneurship.
(Or)
b. Give ideas about the Promotion of Urban Entrepreneurship

Part- C

5x7=35

Answer All Questions

Answer should not exceed 600 words or three pages

- 16) a. Discuss the Contents and Formulation of Project Report.
(Or)
b. Discuss the Concepts and Methods of Project Analysis
- 17) a. Give a picture of the Problems of the Small Scale Entrepreneurship.
(Or)
b. Give a vivid picture of the Problems of the Large Scale Entrepreneurship
- 18) a. Analyze the Factors Affecting emergence of vibrant Entrepreneurship. (Or)
b. Analyze the Factors Influencing emergence of vibrant Entrepreneurship.
- 19) a. Discuss the Components of Tourism.
(Or)
b. Evaluate the Impact on an Entrepreneur
- 20) a. What are the pre requisites of the suitable staff?
(Or)
b. What are the characteristics of the Tourism Business?