

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043**

**Master's Degree Examination – November-2017
Semester III**

**Class : I PG
hours
Travel Management)**

**Time: 3
Major : MBA (Tourism and
Max. Marks: 60**

15MTAC15 – TOURISM ENTREPRENEURSHIP

Part A

10 x 1/2 = 5

Choose the correct answer

1. Traditional entrepreneur is also called as
a. Drone b. Fabian c. Adaptive d. None of the above
2. China products are the best example for
a. Imitators b. Innovators c. Fabian d. Drone
3. Latest Start up rules are more friendly for _____ entrepreneurs
a. Social b. Welcome c. Women d. Business
4. REPD is supported by
a. MoT b. NABARD c. SEDBI d. SEBI
5. Upcoming trend in Entrepreneurship is
a. Drone b. Security c. Innovators d. Social
6. The concept of Capsule is related to
a. China b. Japan c. Germany d. France
7. Tom Carvel is associated with
a. Franchising b. Self Employment c. Innovation d. None of the above
8. Father of Indian Hospitality is
a. The Oberoi b. Marriott c. Tata d. Hyatt
9. Small scale women entrepreneurs are benefited by
a. SSI b. SEBI c. SME d. SHG
10. Making Travel Simple is the Tag line of
a. Cleartrip b. MMT c. Yatra d. Goibibo

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

11.a. Write a brief note on the characteristics of Entrepreneur

(Or)

11.b. Explain the functions of Tourism Entrepreneurship

12.a. Give an account on Ideology of Mahatma Gandhi on Entrepreneurship

(Or)

12.b. Explain the various opportunities for Women entrepreneurs

13. a. Bring out the various sources of Finance.

(Or)

13. b. Explain the significance of Technology in Tourism Entrepreneurship.

14. a. What are the difference between Business Idea and Opportunity

(Or)

14. b. Explain the various steps in financing the project.

15.a. What do you understand by Project Appraisal?

(Or)

15.b. What is meant by Franchise? Explain its importance.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

16.a. Bring out the history and growth of Entrepreneurship

(Or)

16.b. Throw light on the various types of Entrepreneurs

17.a. Describe the role and responsibility of Government in Entrepreneurship.

(Or)

17.b. Explain the significance of Rural entrepreneurs.

18.a. Write the various methods of evaluating financial feasibility.

(Or)

18.b. Elucidate the growth of different forms of Organisation.

19.a. Elaborate Demand and forecasting techniques.

(Or)

19.b. Explain the various entrepreneurial opportunities in Tourism Industry.

20.a. Explain the Classification of Projects.

(Or)

20.b. Bring out the role of entrepreneurship in the growth of a country.
