

MA/ M.SC. GEOGRAPHY
FOURTH SEMESTER
ENTREPRENEURSHIP DEVELOPMENT IN TOURISM
MGE - 402E

**SET
A**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

- Small scale entrepreneurs have an annual turnover in the range of-
 - Up to Rs. 5crore
 - Rs 5Crore- 75 Crore
 - Rs. 75 Crore-250 Crore
 - None
- To categorize entrepreneurship on a large scale, the annual turnover should be-
 - Below Rs 75 Crore
 - Above Rs 250 Crore
 - Between 75 to 250 Crore
 - None of the above
- Which of these is not a challenge for the entrepreneur?
 - Managing the cash flow of their business
 - Recruiting new employees
 - Choosing the product or service to sell in the market
 - F Formulating rules and regulations relating to conducting entrepreneurship in their country.
- The minimum financial interest that a woman has to have in woman entrepreneurship is-
 - 51 percent
 - 49percent
 - 50 percent
 - 60 percent
- The advantage of self-employment is-
 - Flexible working hours
 - Freedom to choose the type of work
 - High potential to enhance income
 - All of the above
- What are the 6 Cs that motivate entrepreneur to establish their own business are
 - Change, challenge, creativity, control, curiosity and cash
 - Customer, challenge, creation, control, curiosity and cash
 - Contact, connect, conversation, consideration, consumption and community
 - Commitment, culture, continuous, cooperation, customer and control
- Fiscal and monetary measures to stimulate investment in the private & public sectors includes _____
 - Lowering the rate of interest
 - Tax Reduction& Public Expenditure
 - Price policy & Abolition of monopoly
 - All of these

8. The sustainability of entrepreneur development depends on factors like _____
 - a. Technical skills
 - b. Technology
 - c. Organizational sustainability
 - d. All of these
9. _____ are the informal associations of people who choose to come together to find ways to improve their living conditions
 - a. NGO
 - b. Self-Help Groups
 - c. Private companies
 - d. None of these
10. 'Angels' usually provides which type of financing?
 - a. Debt
 - b. Equity
 - c. Stock
 - d. None of these
11. Which among the following is a push factor for entrepreneurship?
 - a. Culture
 - b. Passion for business
 - c. Displacement from job
 - d. Non Satisfaction from job
12. Which among the following is a pull factor for entrepreneurship?
 - a. Displacement from job
 - b. Passion for business
 - c. Believing in our idea
 - d. All of the above
13. The concept of social entrepreneurship came around:
 - a. 1960
 - b. 1965
 - c. 1990
 - d. 2014
14. Entrepreneurial Skill includes-
 - a. Project skill
 - b. Managerial Skill
 - c. Creative skill
 - d. all
15. Mahila Udyog Nidhi is-
 - a. a special scheme for the purpose of meeting the gap in the equity for women
 - b. is re-finance scheme operated through State Financial Corporations and Scheduled Commercial Banks
 - c. The scheme provides a soft loan up to 25 percent of cost of Project subject
 - d. All of them.
16. What are the policies that influence access to finance in the context of Innovative entrepreneurship?
 - a. Debt financing
 - b. Venture capital
 - c. Business Angels
 - d. All of these
17. The application for registration of a small-scale unit should be submitted to _
 - a. General Manager, DIC
 - b. Director, DIC
 - c. General Manager, NSIC
 - d. Director, NSIC

18. According to MSMEDC (Micro, Small & Medium Enterprises Development) Act 2006, Micro, Small & Medium Enterprise are classified into two classes such as
- a. Manufacturing & Service Enterprise
 - b. Automobile & Electronic Enterprise
 - c. Research & Development Sector
 - d. None of these
19. Why are small businesses important to a country's economy?
- a. They give an outlet to entrepreneurs
 - b. They can provide specialist support to larger companies
 - c. They can be innovators of new product
 - d. All of these
20. Which industrial sector promotes small-scale business & entrepreneurship and has low barriers to market entry?
- a. Service
 - b. Manufacturing
 - c. Distribution
 - d. Agriculture

(Descriptive)

Time : 2 hrs. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Define Entrepreneurship and mention its characteristics? Write about the types of Entrepreneurship? 4+6=10
2. Write short notes on: 5+5=10
 - a. Stages of successful Idea generation
 - b. Categories of women entrepreneurship
3. What are the Policy Measures for Tourism Entrepreneurship in India? Explain. 10
4. What is the Major Tourism Entrepreneurial Competencies? Explain briefly. 10
5. Define Idea generation? Write in detail about involved steps in Idea generation? 4+6=10
6. What are the categories of business resources? Write about the process of resource mobilization, give support of suitable diagram? 7+3=10
7. What is the Need for Financial Planning? Discuss the Role of Technology in the Tourism Business. 5+5=10
8. What do you mean by selection of an appropriate ownership structure? Explain briefly about Sole proprietorship and Partnership in business Ownership. 5+5=10

= = *** = =