

C 5028

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER B.VOC. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS-UG)

Tourism and Hospitality Management

SDC4ED30—ENTREPRENEURSHIP DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Type Questions)*Answer all questions.*

1. Write any two skills of an Entrepreneur.
2. For small business owners one of the most important objectives is _____.
3. Write a common characteristic of a small scale enterprise.
4. Classify the entrepreneurs on the basis of motivation.
5. Write any two characteristics of small scale business.
6. Expand SSI.
7. Expand MSME.
8. Expand SIDBI.
9. Who is the Minister of Tourism in Kerala ?
10. _____ joint venture is likely to be more attractive than acquisition.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)*Answer any eight questions.*

11. What is Motivation ?
12. What are the qualities required for an entrepreneur ?
13. Write any five financial institutions of small business in India.
14. What do you mean by business location ?
15. What is Feasibility report ?
16. What is business plan ?
17. What is stability strategy ?
18. What is meant by the economic development ?

Turn over

19. Define Moral legitimacy of entrepreneurs.
20. Define Stakeholder.
21. Define Evaluation.
22. Define project cycle.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

Answer any six questions.

23. Write a note on small scale enterprise.
24. What are problems of entrepreneurship in travel trade ?
25. Write a note on tourism enterprise in Kerala.
26. What are the factors required for a site selection of business ?
27. Explain the network analysis.
28. What are the problems faced by an entrepreneur ?
29. What are the stages of entrepreneurship development ?
30. What is entrepreneurship and economic development ?
31. Write the concept of entrepreneurial development.

(6 × 4 = 24 marks)

Section D (Long Essay Type Questions)

Answer any two questions.

32. Briefly explain the family enterprise.
33. What are the factors required for a site selection of business ?
34. Write a note on tourism enterprise in Kerala.
35. What are the qualities of an entrepreneur ? Explain.

(2 × 15 = 30 marks)