



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2021

BATACOR10T-TOURISM AND TRAVEL MANAGEMENT (CC10)

ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **two** questions from the following: 10×2 = 20
 - (a) Describe briefly the importance of entrepreneurship and creative behavior. 10
 - (b) What is business group? What are the role of business houses and family business in India? 2+8
 - (c) What do you mean by conflicts in family business? Explain the techniques to resolve those conflicts. 4+6
 - (d) Explain in brief the essential qualities of a successful tour entrepreneur. 10
 - (e) What is the significance of writing the business plan/project proposal? What are its contents? 5+5
 - (f) What do you mean by mobilizing resources for start-up? What are the basic start-up problems in contract management? 5+5

2. Answer any **two** questions from the following: 15×2 = 30
 - (a) Give a brief account of technopreneurship, cultural entrepreneurship and netpreneurship. 5+5+5
 - (b) Explain in brief about the contemporary role models in Indian business and their values. 15
 - (c) What are the managerial roles and functions in a small business? 5+10
 - (d) What is the need for and the importance of professionalization of management of small business in India? 15
 - (e) Write down the roles and functions of business incubators, angel investors and venture capital. 5+5+5
 - (f) What is basic awareness of inventory methods? What are the needs for the basic awareness or eco-friendliness and energy management? 5+10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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