

TM241292Q

Qe 21.11

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024

2024 ADMISSIONS REGULAR

M.T.T.M SEMESTER I - CORE COURSE

TT1C03TM20 - Entrepreneurship for Tourism Business

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Define Entrepreneur.
2. What are the qualities of an entrepreneur?
3. What is social entrepreneurship? What are the challenges faced in social entrepreneurship?
4. What are the problems faced by women entrepreneurs?
5. Which are the organisations providing entrepreneurial development programme?
6. What are the reasons for starting an enterprise?
7. Explain the features of Franchise business.
8. Why you have to choose the form of your organisation?
9. What is pre feasibility study?
10. What is project profile?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain the different types of entrepreneurship.
12. What are the major difficulties faced by women entrepreneurs in Kerala? Are they valid today?
13. How awareness of a new venture can be created in the minds of customers?
14. What are the steps to make EDP a successful one?
15. Explain the characteristics of a company.
16. Why companies are subject to heavier taxation rates?
17. Briefly explain the various subsidies and incentives offered to entrepreneurs.
18. What are the important factors to be considered during the selection of Project?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Briefly explain the motivational aspects of entrepreneurs in tourism industry.
20. Give a note on IIC, IEDC and TIBIC in your institution and how it influence the young minds to become an entrepreneur.
21. Who can apply for MSME registration and explain the benefits of Udyam registration?
22. Explain the three phases of project management.