BTTM DEGREE (CBCS)EXAMINATION, MARCH 2021

Third Semester

Bachelor of Tourism and Travel Management

Core Course - TT3CRT13 - STRATEGIC TOURISM MANAGEMENT & ENTREPRENEURIAL DEVELOPMENT

2017 Admission Onwards

D6CC2DC4

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Who is an entrepreneur?

2. Who is an inherited entrepreneur?

3. Name any two successful women entrepreneurs in India?

4. State any two causes for sickness in small industries.

5. State any two problems faced by small scale entrepreneurs.

6. Expand SFC

7. What do you meant by family business enterprise?

8. What is Horizontal expansion strategy?

9. Write any two benefits of strategic management?

10. Expand BCG Model.

11. Name the different types of strategy.

12. What do you meant by stability strategy?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the qualities of an efficient entrepreneur?

14. Explain the main charactertics of entrepreneurship.

15. Give a brief account of small scale entrepreneuship in Kerala.

16. Explain the role of small scale industries in the Indian economy.

17. What is the need of managing family enterprises?

18. Briefly explain various strategies in tourism promotion?

19. Discuss the charactertics of strategic decision.

20. What is the importance of retrenchment strategy?

21. What is the importance of combination strategy?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the factors affecting entrepreneurial growth.

23. What are the different methods of evaluating performance of small scale enterprises?

24. Discuss the scope of strategic decisions in tourism management.

25. Briefly explain the relevance of SWOT analysis in tourism management.

(2×15=30)