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(Printed Pages 3)

Roll No. _____

ITS-3593

B.B.A. (T) (Semester-VI) Examination, 2015
Entrepreneurship Development in Tourism
(B.P. Old Course)

(BTA-604)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No. 1** is **compulsory**. Attempt **one** question from each Unit.

1. Write short notes on the following : 6×5
- (a) Tour operation
 - (b) Choice of place for business
 - (c) Advertising
 - (d) Long term capital
 - (e) Institutional Finance
 - (f) Company

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(2)

Unit-I

2. Who is an entrepreneur? Define virtues of a good entrepreneur. 10
3. What are the various constituent or elements of tourism industry? 10

Unit-II

4. What factors you will keep in mind while deciding about Establishment of new tourism enterprises? 10
5. "In the world inventions and innovations, science and technology adoption is a crucial factor for survival of any business". Explain. 10

Unit-III

6. Define features of Partnership form of business. 10
7. Explain key factor to be decided about making a business plan. 10

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Unit-IV

8. Describe importance of financial management. 10
9. What are the main objectives of marketing management? 10

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