

S.D.E.

T.Y.B.A. (TOURISM STUDIES) : SUMMER - 2018

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Monday

Time : 11.00 AM TO 02.00 PM

Date : 16/04/2018

S-2018-4129

Max. Marks : 70

N. B. ;

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q. 1 Attempt **ANY FOUR** of the following: **(20)**

- a) What measures can be taken to encourage entrepreneurs in tourism sector.
- b) Write a short note on 'MTDC'
- c) According to you, what are the key essentials for successful tourism operations?
- d) "Human Resource Management" is an important aspect of tourism industry. Explain.
- e) What are the qualities required for Tourism entrepreneur.

Q. 2 Attempt **ANY TWO** of the following: **(10)**

- a) What are the various impacts of tourism on a tourist destination?
- b) Explain the various functions of 'Tourism Finance Corporation of India'.
- c) Describe the need and scope for entrepreneurship in tourism sector.

Q. 3 Attempt **ANY ONE** of the following: **(10)**

- a) Explain the significance of OSI in tourism entrepreneurship.
- b) Who is your role model in tourism business and why?

Q. 4 Attempt **ANY TWO** of the following: **(10)**

- a) Define SSI. Explain its scope in tourism sector.
- b) Explain the need of feasibility report for starting a Tourism Company.
- c) Discuss the uncertainties in tourism sector with its practical solutions.

Q. 5 Attempt **ANY ONE** of the following: **(10)**

- a) Explain the role of Government Agencies and Financial Institutions in promotion of Tourism and Entrepreneurship Development.
- b) Conduct a SWOT analysis for starting up a Travel Agency.

Q. 6 Attempt **ANY TWO** of the following: **(10)**

- a) Write a short note on:
 - i) MIDC
 - ii) SICOM
- b) What measures can be taken to improve the interpersonal relations in tourism business.
- c) Discuss the social responsibility and business ethics to be followed by a tourism entrepreneur.

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