



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2020

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.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Define Entrepreneurship.
2. Define 'start-up'.
3. What is Innovation?
4. Why energy management is important?
5. How do angel investors work?
6. What is Venture Capital?
7. Mention two qualities of a successful Entrepreneur.
8. Name three methods of calculating inventory.

GROUP-B

Answer any four questions from the following

5×4 = 20

9. What is private equity fund and how does it work?
10. What is operations management and why is it important?
11. Define and explain the components of SWOT Analysis.

12. What are the steps in Environmental Impact Assessment?
13. What are the problems faced by startups in India?
14. What are the causes of conflict in family business?

GROUP-C

Answer any two questions from the following

10×2 = 20

15. What do you understand by Small Scale Industries (SSI)? What is the role of entrepreneurship in SSI? 5+5
16. What do you understand by Venture Capital? What are the different forms of Venture Capital? 5+5
17. What are the features of Entrepreneurship? Distinguish between innovation and invention. 6+4
18. Discuss in details about the managerial roles and functions in a small business? 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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