



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2022

BATA COR10T-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.
All symbols are of usual significance.*

1. Answer any **two** questions from the following: 10×2 = 20
- (a) Describe the determinants of entrepreneurship and creative behaviour.
- (b) Discuss about Dimensions of entrepreneurship.
- (c) Explain Entrepreneur as the manager of his tourism business.
- (d) Difference between Public and Private System Stimulation.
- (e) What do you mean by Project Proposal? Discuss about contents of business plan. 4+6
- (f) Write a short notes on: 5+5
- (i) Self-help groups (ii) Venture Capital Fund
2. Answer any **two** questions from the following: 15×2 = 30
- (a) Discuss about the role and functions of business incubators.
- (b) What are the basic awareness about the environment (eco-friendly) and energy management?
- (c) Discuss the concept about Venture Capital and Private equity fund.
- (d) Write the short notes:
- (i) Netpreneurship (ii) Social entrepreneurship
- (e) Describe the role of a Tourism entrepreneur professionalisation of management of small business in India.
- (f) What are the elements should consider for writing the Project Proposal? What are its Contents?

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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