



QP CODE: 21101930



21101930

Reg No :

Name :

BTTM DEGREE (CBCS) EXAMINATION, AUGUST 2021

Third Semester

Bachelor of Tourism and Travel Management

**Core Course - TT3CRT13 - STRATEGIC TOURISM MANAGEMENT &
ENTREPRENEURIAL DEVELOPMENT**

2017 Admission Onwards

511BEE6E

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. State any two difference between entrepreneur and intrapreneur.
2. Who is a women entrepreneur?
3. Name any two support schemes given for entrepreneurial development in India.
4. What do you meant by subsidy?
5. What do you meant by Margin Money Scheme?
6. What are small scale industries?
7. Write any two strategies of managing family enterprises.
8. What is a strategy?
9. What do you meant by competitive Strategy?
10. What is acquisition strategy?
11. What does retrenchment mean?
12. What do you meant by growth strategy?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. What are the common entrepreneurial traits?
14. What are the personal competencies needed for an entrepreneur?





15. Briefly explain the relevance of small scale entrepreneurs.
16. What are the functions rendered by KITCO in institutional assistance to small scale entrepreneurs?
17. Explain the need for financial management in small scale business?
18. What is Strategic decision making & its role in an organization?
19. Discuss the characteristics of strategic decision ?
20. What are the key elements in the strategic management process?
21. Explain the importance of SWOT analysis?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Briefly explain the different types of entrepreneur.
23. Explain the scope of family business enterprises in India.
24. What are the benefits of strategic management?
25. What are the different strategic planning models?

(2×15=30)

