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QP CODE: 22100515

Reg No :

Name :

**BTTM DEGREE (CBCS)REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

Bachelor of Tourism and Travel Management

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

2017 Admission Onwards

0280A9A6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Distinguish between entrepreneur and entrepreneurship.
2. Who is a pure entrepreneur?
3. What is the meaning of entrepreneurial competencies?
4. State any two causes for sickness in small industries.
5. State any two problems faced by small scale entrepreneurs.
6. What do you meant by Margin Money Scheme?
7. What do you meant by family business?
8. What do you meant by strategic analysis?
9. What do you meant by strategic Decision ?
10. What do you mean by strategic management ?
11. Expand SWOT Analysis.
12. What does retrenchment mean?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the measures taken by the government to overcome the problems faced by the women entrepreneurship in Kerala?
14. What are the economic benefits of entrepreneurship?
15. What are the characteristics of small scale industries?
16. What is the importance of small scale industries?
17. What are the problems of managing family enterprises?
18. Discuss the characteristics of strategic decision.
19. What are the characteristics of strategic management?
20. What are the different types of strategy?
21. Discuss various phases of strategic planning.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. What factors do influence the emergence and development of entrepreneurship in India?
23. What are the different ways of managing assets and liabilities of small scale enterprises?
24. Discuss the application of various levels of strategy in tourism management.
25. Briefly explain the relevance of combination strategy in tourism development.

(2×15=30)

