



QP CODE: 23104190



23104190

Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, JANUARY 2023**

Third Semester

Bachelor of Tourism and Travel Management

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

2017 Admission Onwards

E2831EBC

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. State any two differences between entrepreneur and intrapreneur.
2. Who is an innovative entrepreneur?
3. Name any two support schemes given for entrepreneurial development in India?
4. What do you mean by small scale enterprises?
5. What is Bridge capital?
6. Expand SIDO.
7. State any two problems of managing family enterprises.
8. What are the different types of strategies?
9. What are the elements of strategic management?
10. Expand SWOT Analysis.
11. Explain corporate level strategy.
12. What do you mean 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. Write a note of women entrepreneurs in Kerala?
15. Discuss the various remedial measures to be taken for avoiding sickness in small scale enterprises.
16. What are the major problems faced by small entrepreneur?
17. What are strategies of managing family enterprises?
18. What is Strategic decision making & its role in an organization?
19. Discuss the characteristics of strategic decision.
20. What is the role of strategic management in tourism development?
21. What are the advantages of retrenchment strategy?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Briefly explain the entrepreneurship process.
23. What are the different methods of evaluating performance of small scale enterprises?
24. Briefly explain the scope of strategic management in tourism.
25. Briefly explain BCG Model of strategic management.

(2×15=30)

