



QP CODE: 23126968

23126968

Reg No :

Name :

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

Third Semester

Bachelor of Tourism and Travel Management

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

2017 Admission Onwards

84A8E638

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Write any two qualities of entrepreneur?
2. Who is an imitative entrepreneur?
3. Name any two support schemes given for entrepreneurial development in India.
4. What do you meant by subsidy?
5. State any two problems faced by small scale entrepreneurs.
6. Define tiny units.
7. State any two problems of managing family enterprises.
8. What do you meant by strategic Decision ?
9. What is Horizontal expansion strategy?
10. Expand BCG Model.
11. What is acquisition strategy?
12. What does retrenchment mean?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Distinguish between entrepreneur and intrapreneur.
14. What are the functions of an entrepreneur?
15. Give a brief account of small scale entrepreneurship in Kerala.
16. What are the functions rendered by DIC in institutional assistance to small scale entrepreneurs?
17. What are the challenges of family business?
18. Discuss the characteristics of strategic decision.
19. What are the characteristics of strategic management?
20. What are the components of strategic management?
21. What are the four major growth strategies?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Give a brief profile of women entrepreneurs in India and Discuss the main problems faced by them.
23. What are the various strategies for managing the family business in India?
24. Briefly explain the scope of strategic management in tourism.
25. What are the processes of strategic management?

(2×15=30)

