



24026865

**QP CODE: 24026865**

**Reg No** : .....

**Name** : .....

**BTTM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2024**

**Third Semester**

Bachelor of Tourism and Travel Management

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

2017 Admission Onwards

B17960BF

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define the term entrepreneurship.
2. Who is an imitative entrepreneur?
3. What is the meaning of entrepreneurial competencies?
4. Write any two importance of small scale enterprises.
5. Define tiny units.
6. What do you meant by green channel scheme?
7. Write any two strategies of managing family enterprises.
8. What do you meant by strategic Decision?
9. Write any two benefits of strategic management.
10. What do you mean by strategic management?
11. What is product differentiation strategy?
12. What is market penetration strategy?

(10×2=20)





**Part B**

*Answer any **six** questions.*

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

13. What are the qualities of an efficient entrepreneur?
14. Write a note on EDP.
15. What are the main problems of small scale industries in India?
16. What are the need for supporting small scale entrepreneurs?
17. Explain the need for financial management in small scale business.
18. Discuss the characteristics of strategic decision.
19. What are the different levels of strategy?
20. What is the role of strategic management in tourism development?
21. Explain the Bcg model of strategic management.

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Discuss the various support schemes for entrepreneurship development in India.
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 the relevance of stability strategy in tourism development.

(2×15=30)

