



2019

Major

2nd Semester Examination

**TOURISM AND TRAVEL MANAGEMENT**

**Paper—C4T**

Full Marks : 60

Time : 3 Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

**Group—A**

Answer any ten questions : 10×2=20

1. What do you mean by 'Entrepreneurship' ?
2. Define 'Innovation'.
3. What is 'Enterprise' ?
4. What is Green Entrepreneurship ?
5. Define 'Services'.
6. Distinguish between small entrepreneurship and small enterprise.
7. What do mean by 'Project planning' ?

[ Turn Over ]

8. What is the prime objectives of market survey ?
9. What is the economy of demand ?
10. What do mean by working capital ?
11. What is the importance of Advertisement ?
12. Distinguish between income tax and sales tax.
13. What do mean by 'Goods' and 'Services' ?
14. What do you mean by Service industries ?
15. What is 'Creativity' ?

**Group-B**

Answer any *four* questions :      5×4=20

1. Explain the features and characteristics of Entrepreneurship.
2. Discuss the History of development of entrepreneurship in India.
3. Mention the growing importance of Service Industries.
4. Explain the function of Income tax and sales tax

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5. Discuss the process of working capital management.
6. Discuss the importance of project planning and project reports.

**Group-C**

Answer any *two* questions :      2×10=20

1. Discuss the Roles of small entrepreneurship in Indian economy.
  2. Explain the need and procedure for project planning in entrepreneurship.
  3. Discuss the management principle and marketing techniques for small scale industry.
  4. Explain the creativities and qualities of entrepreneur.
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