PG Odd Semester (CBCS) Exam., November—2016

BUSINESS ADMINISTRATION

(3rd Semester)

Course No. : MBACC–303

Full Marks : 70
Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Candidates are to answer *either* MBACC–303 (A)
or MBACC–303 (B)

Option—A

Course No. : MBACC–303 (A)

**(Entrepreneurship and Small Business
Management)**

Answer **all** questions

1. Jumbo Milk is a well-known dairy farm based on Ahmedabad. Due to stiff competition in the market, they are planning to diversify the business. Their son Mr. *P* who is a Chemical Engineer has been entrusted with this

project. After a lot of search he came to know that there is no factory for manufacturing ceramic tiles in North-East. Further, the Government policy supports that NEIIPP 2007 is unique to NER. On further enquiry, he came to know that NEIIPP 2007 is temporarily on hold since the NDA Government came to power. Skilled labour may not be available at reasonable wages and the cost of transportation will also be high. In his recent visit to Assam, he discovered that Guwahati, Silchar and Tinsukia are equally good locations for setting up the unit. However, the cost of transportation and the degree of local insurgencies may vary. In such situation, he seeks your advice for the following :

(a) Will this project be feasible and viable?

(b) Should he set up the manufacturing unit here in Assam *or* in Ahmedabad?

(c) Which location—Silchar, Guwahati *or* Tinsukia will be strategically better?

5+4+5=14

2. Who is an entrepreneur? Discuss the characteristics of a successful entrepreneur.

2+12=14

(3)

OR

3. Distinguish an entrepreneur from a manager. Examine the roles of the entrepreneurs in the Indian economy. 2+12=14

4. What do you mean by entrepreneurial motivation? Critically discuss the McClelland theory of needs in the context of entrepreneurship development. 2+12=14

OR

5. Distinguish between entrepreneur and intrapreneur. Explain the factors affecting entrepreneurship development in India.

2+12=14

6. How do you define women entrepreneur? Elaborate the major problems faced by the women entrepreneurs in India. 2+12=14

OR

7. Mr. *A* is an upcoming entrepreneur, who is not aware of incentives and supports available to a small entrepreneur. You are requested to give him a detailed account of institutional and policy supports available to a small entrepreneur in Assam. 14

(4)

8. Manoranjan Confectionary wishes to start a new business by investing ₹ 50 lakh in Silchar. They have got the following two proposals :

   (a) Spices processing and marketing

   (b) Bakery products manufacturing and marketing

   You are requested to prepare a comparative feasibility report for them and give your final opinion. 14

Option—B

Course No. : MBACC–303 (B)

(International Tourism)

Answer **all** questions

1. Distinguish between domestic tourism and international tourism. To what aspects should a State-level tourism promotion organization (TPO) give special focus while it tries to promote itself as a destination for foreign tourists? Give your views by citing the case of Assam Tourism. 2+12=14

2. Examine the trend of foreign tourist arrivals in India in the recent past. 14

(5)

OR

3. How would you classify the foreign tourist market of India in terms of dominant tourist motivations? Discuss in detail.　　14

4. What is meant by eco-tourism? Assess the eco-tourism potential of North-East India.

　　4+10=14

OR

5. Within a short span or time, Kerala could position itself as one of the top 10 destinations in the world. How did Kerala make it happen? Discuss by referring to the salient features of Kerala's tourism promotion strategy.　　14

6. Who are the travel intermediaries? List the functions of a tour operator. Write a note on the business profile of any *one* of the following :　　3+3+8=14

　(a)　Thomas Cook

　(b)　Sita Travels

7. How does a 'tourist circuit' differ from a stand-alone tourist destination? Examine the significance of tourist circuit from the perspective of international tourism.　　4+10=14

(6)

OR

8. Write notes on the tourism success stories of the following countries :　　7×2=14

　(a)　Singapore

　(b)　Thailand

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