

**2021****Tourism and Travel Management****[MAJOR]****(Entrepreneurship Development)****Paper : VIII**

Full Marks : 100

Time : 4 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***GROUP-A****[Marks : 50]**

1. Answer any **two** questions: 1×2=2
  - a) What are the elements of communication?
  - b) Give the full form of SSL.
  - c) What do you mean by creativity?
  - d) Define entrepreneur.
2. Answer any **five** questions: 2×5=10
  - a) What is 'Plant Layout'?
  - b) What do you understand by control in management?
  - c) What do you mean by SWOT analysis?

- d) What is project report?
  - e) What are CPM and PERT?
  - f) What do you mean by decentralisation?
  - g) What do you mean by Import Management?
3. Answer any **three** questions: 6×3=18
    - a) Describe the weakness of a poor plant layout.
    - b) Briefly discuss the steps involved in production planning and control.
    - c) What is feasibility study? What are the factors to be considered for study of financial feasibility?
    - d) What is ABC Analysis? Distinguish between Value Analysis and Value Engineering.
    - e) Discuss the importance of salesmanship in marketing product.
  4. Answer any **two** questions: 10×2=20
    - a) What do you mean by Total Quality Management? Write brief notes on time control and cost control.
    - b) Write short notes on :
      - i) Labour relation
      - ii) Changing concept of social responsibility

- c) What do you mean by Entrepreneurship Development Process? What are the barriers in ED?
- d) Critically examine 'Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI.

**GROUP-B**

**[Marks : 50]**

5. Answer any **two** questions: 1×2=2
- a) What do you mean by capital market?
  - b) What is Sales Tax?
  - c) What do you mean by cash flow concept?
  - d) What do you mean by import substitution method?
6. Answer any **five** questions: 2×5=10
- a) What do you mean by forecasting in marketing management?
  - b) What is MIS?
  - c) What do you mean by licensing?
  - d) What are the methods of pricing?
  - e) What do you mean by 4P's in marketing mix?
  - f) Mention some long-term sources of capital.

- g) Mention some name of Export promotion method.

7. Answer any **three** questions: 6×3=18
- a) Distinguish between Capital Market and Money Market.
  - b) Discuss different types of Books of Accounts.
  - c) How do you like to manage and cope with uncertain situations?
  - d) Define financial management according to its modern concept. State its importance.
  - e) What are the significance of financial ratios?
8. Answer any **two** questions: 10×2=20
- a) Critically examine the relevance of New Industrial Policy in 1991 in India by mentioning its salient features.
  - b) Give five features of Income Tax. Write a paragraph on Pollution Control and Environmental Act.
  - c) What is advertising? Discuss any two methods of sales forecasting used by a firm. 3+7=10
  - d) Explain briefly sickness of small scale industries in India. Describe remedial measures to combat the problem.