

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B.B.A. (Part-I) Examination, 2023

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Paper - BBA-106

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. Define the following :

- (i) Entrepreneurship
- (ii) Innovator
- (iii) Factors of Production
- (iv) Entrepreneurial Motivation

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- (v) Franchise
- (vi) Intrapreneurship
- (vii) Feasibility analysis
- (viii) Market research
- (ix) Full form of SIDBI
- (x) Production Management.

Section–B

2. What do you mean by small scale industry ? How it plays an important role in Indian Economics ?
3. What is Marketing ? Explain marketing channels/methods related to small business.
4. Discuss the role of entrepreneurship in the economic and social development of the country.
5. What is Entrepreneurial motivation ? Discuss the various factors behind Entrepreneurial growth.
6. Explain various sources of finance to an Entrepreneur.

Section–C

7. Make a project report on a start-up of your choice which includes introductory Page, Industry analysis, Description of Venture, Risk, Production, Marketing and Finance.