

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

BB-106

B.B.A. (Part-I) Examination, 2022 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) Entrepreneur
- (ii) Intrapreneur

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- (iii) Sole Proprietorship
- (iv) SWOT Analysis
- (v) Innovation
- (vi) Entrepreneur v/s Manager
- (vii) Business Planning Process
- (viii) Marketing Research
- (ix) Working Capital
- (x) Venture Capital

Section–B

2. What is Entrepreneurship ? Explain the theories of Entrepreneurship.
3. What are the problems faced by SSI in India ? Suggest measures to resolve them.
4. What is the importance of Institutions and supporting agencies to develop Entrepreneur ?
5. What are the sources of finance to an Entrepreneur ? Discuss.
6. Explain the production and operation issues in Small Business.

Section–C

7. Prepare a business plan for setting up a start up of your choice covering the Introductory page, Industry analysis, Description of venture, Assessment of risk, Production, Marketing Financial and Organisational Plan.