

B.B.A. SEM – IV (2015 CBCS Course) : SUMMER - 2019

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Day: Friday
Date: 03/05/2019

S-2019-1963

Time 10.00 AM TO 01.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Describe the qualities and types of entrepreneur.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Explain Market assessment. How to conduct Market assessment?

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is business plan? Describe the contents of good business plan.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Illustrate the role of financial institutions in promoting entrepreneurship development in India.

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) Explain the function of DIC and SIDBI.
- b) Discuss the objectives and the course content of an EDP (Entrepreneurship Development Program).

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Functions of an entrepreneur
- b) Modalities of information collection
- c) Elevator Pitch
- d) Types of finance
- e) Motivational factors affecting entrepreneurship

SECTION -II

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Entrepreneurs are made or born? Discuss your answer stating suitable examples.
- b) How does environmental analysis help in spotting a business opportunity? Explain with suitable example.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) You want to start a new travel and tourism company in your city with various international tour packages. Present your business plan to bank manager for availing loan.
- b) An American company wants to start a new business in India. What are various sources of finance they can use to raise the funds?

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Explain the different schemes that are offered by the Government of India.
- b) Design an EDP for training the rural women to start their own business.
