

B.B.A. (2010 COURSE) SEM- IV : SUMMER - 2018
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Day : **Tuesday**
Date : **08/05/2018**

Time: **10.00 AM TO 01.00 PM**
Max. Marks. 70.

S-2018-1661

N.B.:

- 1) Q. No.1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q.No.2 to Q. No.7.
- 3) Figures to the **RIGHT** indicate full marks.

Q.1 Explain the term "Entrepreneurship". Narrate the growth of Entrepreneurship in India. (14)

Q.2 What is the importance of market assessment while launching a restaurant business in your city? Explain with suitable example. (14)

Q.3 Explain significance and contents of a business plan. Take a suitable example of your choice. (14)

Q.4 Explain support schemes to entrepreneurs by SIDCO, SIDBI (14)

Q.5 Explain significance of Venture Capital while starting a new business in India for budding entrepreneurs. (14)

Q.6 Give details of business plan for starting a fruit juice (e.g. Mango, Pineapple etc.) making unit in rural area of Maharashtra. (14)

Q.7 Short Notes (**ANY TWO**) (14)

- a) Women Entrepreneurship in India
- b) Environmental analysis and business
- c) Factors Motivating Entrepreneurs for their start ups
- d) Difference between Entrepreneur and Intrapreneur