

S.D.E.

B.B.A. (2006 COURSE) SEM-V : WINTER - 2017

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Wednesday
Date : 13/12/2017

W-2017-4119

Time : 10.00 AM TO 1.00 PM
Max. Marks : 80

N.B.:

- 1) Attempt ANY FIVE questions from Section – I and attempt ANY TWO questions from Section – II.
 - 2) Answer to both the SECTION should be written in SEPARATE answer books.
 - 3) Figures to the right indicate FULL marks.
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SECTION – I

- Q.1 Explain the role played by entrepreneurship in economic development of India. [10]
- Q.2 Define and explain the meaning of entrepreneur and intrapreneur with the help of example. Also state motivational factors for development of entrepreneur and intrapreneur. [10]
- Q.3 What do you understand by a 'Business Plan'? What are its uses? Also list out the contents of a business plan. [10]
- Q.4 Discuss the problems faced by Women Entrepreneurs in India. Give examples. Also comment on the present status of women entrepreneurs in India. [10]
- Q.5 a) What are the sources of business ideas? [05]
b) What do you understand by business idea evaluation? [05]
- Q.6 What are the objectives of 'Entrepreneurship Development Programs'? Which are the organizations involved in organizing and conducting Entrepreneurship Development Programs [10]
- Q.7 Write short notes on ANY TWO of the following: [10]
a) Types of entrepreneurs
b) Venture capital
c) Knowledge based industries
d) Sources of finance for entrepreneurial development

SECTION – II

- Q.8 Your company has successfully developed novel toothpaste that prevents formation of tooth cavities and stops bad odour. Develop a marketing plan for launch of the toothpaste keeping in view the present tough competition of toothpaste products in Indian markets. [15]
- Q.9 Explain the need of Business Opportunity Identification. Highlight its importance with the help of an example. [15]
- Q.10 Design a business plan for marketing fresh vegetables and fruits through internet in a metro city in India. State your assumptions clearly. [15]

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