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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-V : WINTER- 2022**  
**SUBJECT : ENTREPRENEURSHIP & NEW VENTURES CREATION**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

**W-18851-2022**

Max. Marks : 60

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**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written on the **SAME** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Define the term entrepreneur. Explain the life cycle of an enterprise. [12]
- Q.2** State and explain the business opportunities in various sectors in today's economy. [12]
- Q.3** Discuss the concept of business model and write the functions of business model. [12]
- Q.4** What steps entrepreneurs have to take for managing and growing of an entrepreneurial firm? [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
- a) Types of entrepreneurs
  - b) Industry and Competitor analysis
  - c) Cash flow
  - d) Format of start-ups
  - e) Unique marketing issues

**SECTION – II**

- Q.6** State the importance of small scale industries and explain the government grants and subsidies allotted to this sector. [12]
- Q.7** Elaborate the role of incubators in supporting start-up firms. [12]
- Q.8** Write a brief business plan for a product of your choice. Make necessary assumptions. [12]

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