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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : CORPORATE ENTREPRENEURSHIP

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18852-2022

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) Answer to both sections should be written in **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION-I

- Q.1** Explain the forms and antecedents of corporate entrepreneurship. (12)
- Q.2** Discuss how 'Top management support and 'Leadership for innovativeness' are important for promotion of intrapreneurial culture. (12)
- Q.3** Elaborate the concept of entrepreneurial ecosystem and entrepreneurial mobility. (12)
- Q.4** Differentiate between intrapreneurship and entrepreneurship. (12)
- Q.5** Write short notes on (ANY TWO): (12)
- a) Advantages corporate entrepreneurship
 - b) Risks involved in corporate entrepreneurship
 - c) Corporate entrepreneurship at TATA group of Industries
 - d) Concept of corporate entrepreneurship ecosystem

SECTION-II

- Q.6** What are the major changes involved in corporate entrepreneurship? (12)
- Q.7** What are the practices followed for building supportive organizational culture? (12)
- Q.8** Explain the importance of entrepreneurial mindset for the growth of an organization. (12)

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