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(20525)

Roll No.

B.B.A.-IV Sem.

18097

B.B.A. Examination, May-2025

ENTREPRENEURSHIP AND SMALL

BUSINESS MANAGEMENT

(BBA-406)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all** the **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

1. Explain the vocal for local with example.3

2. Who is an entrepreneur? 3
3. Define Project Appraisal. 3
4. What is IPR? 3
5. What is the role of marketing in the growth of small industries? 3

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions.

$7.5 \times 2 = 15$

6. Define small business. How does it differ from large-scale businesses? 7.5
7. Discuss the importance of project planning in entrepreneurship with example. 7.5
8. What are the major teething problems faced by small businesses? Explain with examples. 7.5

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Section-C

(Descriptive Answer Type Questions)

Note : Attempt any **three** questions.

15×3=45

9. What do you mean by development of entrepreneurship? Describe the reasons of slow development of entrepreneurship in India. 15
10. What is meant by women entrepreneurs? Discuss the functions performed by women entrepreneurs. What problems are faced by women entrepreneurs as being women? 15
11. Define business planning and prepare a proposed business plan on behalf of a small entrepreneur. Discuss the importance of business planning in entrepreneurship. 15

12. Define entrepreneurship. Discuss its significance in economic development. Explain different theories of entrepreneurship with suitable examples. 15
13. How successful has the "Vocal for Local" initiative been in promoting indigenous products in India? Discuss its social and economic impacts. 15