

Question Paper Code : 1751

B.B.A. (Semester-VI) Examination, 2018

ENTREPRENEURSHIP

[BBA-603]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Answer the following in brief : [3x10=30]
- (a) Entrepreneurial competencies
 - (b) Elements of project report
 - (c) Factors impelling the growth of entrepreneurship in India.
 - (d) Concept of Industrial sickness
 - (e) Various types of financing options for a new venture
 - (f) Optimum utilization of Human resource in a new start-up.

- (g) Concept of Total Quality Management
- (h) Steps taken by the govt of India for promoting entrepreneurial development.
- (i) Emerging role of women in entrepreneurship
- (j) Public-Private-Partnership (PPP)

UNIT-I

- 2. Define the term entrepreneurship. What is the scope of entrepreneurship in India and how does an entrepreneur view risk ? Discuss in detail. [10]
- 3. Who is an entrepreneur ? List and explain the various types of entrepreneurs. [10]

UNIT-II

- 4. Describe the various types of ownership structures that an entrepreneur can choose from with features of each. [10]
- 5. Why there is a need to assess market ? Explain the tools used by an entrepreneur for market assessment. [10]

UNIT-III

- 6. Discuss the role of SIDBI and NABARD in assisting small and village industries. [10]

- 7. Why there is a need to prepare a business plan ? Suppose you are starting a business of manufacturing of leather related items, prepare a business plan for the same. [10]

UNIT-IV

- 8. What is marketing plan ? Elaborate the steps involved in marketing plan. [10]
- 9. Discuss in detail about plant location and plant layout. Also explain their importance in operational plan. [10]

----- x -----