

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 Batch) (Sem.-6)

SMALL BUSINESS & ENTREPRENEURSHIP

Subject Code : BBA-602

Paper ID : [72346]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
- 2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.**
- 4. Student has to attempt any ONE question from each Sub-section.**

SECTION-A

I. Write short notes on :

- a. Risk bearing
- b. Importance of Market Survey
- c. Entrepreneurship vs Intrapreneurship
- d. Social Entrepreneurship
- e. Angel Funding
- f. Small & Medium Enterprises
- g. Ethics in Entrepreneurship
- h. Incubation
- i. Project Appraisal
- j. Innovation

SECTION-B

UNIT-I

2. Explain steps in setting up a small unit.
3. Justify “*Entrepreneurship helps in the process of economic development.*”

UNIT-II

4. Explain key features of a successful Business Plan.
5. “*Social entrepreneurship is making business out of have nots.*” Justify your opinion.

UNIT-III

6. Explain four key factors affecting entrepreneurial growth.
7. Describe the entrepreneurial traits of Steve Jobs with justifications.

UNIT-IV

8. Explain the steps of entrepreneurial process & their relevance.
9. What are different ways of Environmental Scanning for an Entrepreneur?