

CS/BBA(H)/odd/Sem-5th/BBA-504/2014-15

BBA-504

FUNDAMENTALS OF ENTREPRENEURSHIP

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP A

(Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) How many government policies towards SSIs are there?
(A) 10 (B) 15
(C) 11 (D) 9
- (ii) Which of the following is an example of interval growth strategy?
(A) licensing (B) merger
(C) new product development (D) strategic alliance
- (iii) Economic reforms in India was started in which year?
(A) 1987 (B) 1990
(C) 1991 (D) 1992
- (iv) Who gave emphasis on innovative idea of entrepreneurs?
(A) Cartilton (B) Cochran
(C) Max Webber (D) P. F. Drucker
- (v) A person who pursues an innovation but does so from within the security of his organizational position is called
(A) entrepreneur (B) innovator
(C) intrapreneur (D) none of these

CS/BBA(H)/odd/Sem-5th/BBA-504/2014-15

- (vi) The seeding stage of a new idea is known as
(A) incubation (B) illumination
(C) verification (D) germination
- (vii) EDP is meant for creating
(A) managers (B) businessman
(C) motivating and guiding people (D) less profitable ventures
- (viii) Khadi and Village Industries Commission is a/an
(A) all India institution (B) state level institution
(C) district level institution (D) village level institution
- (ix) Which one of these is not a source of long term capital?
(A) issue of equity shares (B) issue of debentures
(C) issue of preference shares (D) bank overdraft
- (x) Achievement theory is given by
(A) Schumpeter (B) Marshall
(C) Drucker (D) Mc Clelland
- (xi) Which one of these is found in an entrepreneur?
(A) N Pow (B) N Aff
(C) N Ach (D) all of these
- (xii) Who is not an inventor?
(A) Frederick (B) Alexander Flemming
(C) Willie Carrier (D) Sourav Ganguly

CS/BBA(H)/odd/Sem-5th/BBA-504/2014-15

GROUP B
(Short Answer Type Questions)

- Answer any *three* questions. 3×5 = 15
2. Discuss the needs of EDPs in India. 5
 3. What is project appraisal? Explain the various aspects covered in it. 5
 4. What are the problems faced by SSI units? 5
 5. Explain the ERG model of entrepreneurial motivation. 5
 6. What are the risks involved with entrepreneurship? 5

GROUP C
(Long Answer Type Questions)

- Answer any *three* questions. 3×15 = 45
7. What is venture capital? What documents are required for it? 7+8
 8. Write about opportunity analysis. What are competitive factors? 7+8
 9. State the role of entrepreneurship in implementing the economic growth of a country. Write a note on registration for SSI. 8+7
 10. What is social entrepreneurship? State its importance. 5+10
 11. Write about entrepreneurial behaviour. What are the psychological theories? 5+10