

CS/BBA(H)/Odd/Sem-5th/BBA-504/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,
WEST BENGAL**

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.
All symbols are of usual significance.*

**GROUP A
(Multiple Choice Type Questions)**

1. Answer any *ten* questions. 10×1 = 10
- (i) The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing
- (A) entrepreneurship (B) intrapreneurship
(C) managerial domain (D) administrative domain
- (ii) For the success of business plan the goals should be
- (A) limitless (B) generalized
(C) specific (D) imaginary
- (iii) Which of the following is not an example of collecting primary data?
- (A) internet (B) focus group
(C) interview (D) observation

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- (iv) In stage of responsibility allocation process the entrepreneur follows
- (A) highly centralized decision making process
 - (B) highly decentralized decision making process
 - (C) somewhat centralized decision making process
 - (D) no particular standard
- (v) Which of the following is the most important for the entrepreneur, while starting a new venture, to make an assessment of?
- (A) Risk
 - (B) Profit
 - (C) Market
 - (D) Competitors
- (vi) Which of the following is alternatively called corporate venturing?
- (A) Entrepreneurship
 - (B) Intrapreneurship
 - (C) Act of starting a new venture
 - (D) Offering new products by an existing company
- (vii) Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
- (A) Existing products and services
 - (B) Distribution channels
 - (C) Federal government
 - (D) All the above
- (viii) The longest lasting trade agreement with the objective of liberalizing trade by eliminating or reducing tariffs, subsidies and quotas is
- (A) Free Trade Area-FTA
 - (B) European Community-EC
 - (C) General Agreement on Tariffs and Trade-GATT
 - (D) The North American Free Trade Agreement-NAFTA
- (ix) The entrepreneur's _____ depends on his perception of the opportunity.
- (A) commitment to opportunity
 - (B) commitment of resources
 - (C) control of resources
 - (D) strategic orientation

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- (x) An entrepreneur doing business within the national border is called
(A) international entrepreneurship (B) intrapreneurship
(C) domestic entrepreneurship (D) imports
- (xi) Khadi and Village Industries Commission is a/an
(A) All India Institution (B) State level Institution
(C) District level Institution (D) Village level Institution

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Explain entrepreneurship as a process of creative destruction.
3. What are the legal requirements for establishment of a new unit?
4. What are the causes of failure of entrepreneurship?
5. Write about evolution of EDP.
6. Distinguish between Entrepreneurship and Intrapreneurship.

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. (a) What is opportunity analysis? What are the purposes of conducting it?
(b) What is social entrepreneurship? Who is Social entrepreneur?

7+8

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8. (a) What are the objectives of Entrepreneurship Development Programme (EDP)? 7+8
(b) Discuss the role of Governmental Agencies in the organization of EDP. Critically evaluate their achievements.
9. Explain the macro and the micro level factors that should be analyzed for setting up a new business. What are the causes of industrial sickness of the industry? 9+6
- 10.(a) An entrepreneur has to carry out combinations of functions. In this context, discuss various functions to be performed by an entrepreneur. 9+6
(b) What is business plan? Give an outline of a hypothetical Business plan.
11. Write short notes on any *three* of the following: 3×5
(a) Objective of project appraisal
(b) Women Entrepreneurship
(c) Factories Act with special reference to SSIs.
(d) Venture Capital Financing
(e) Innovation and Invention