

CS/BBA(H)/ODD SEM/SEM-5/BBA-504/2016-17



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

Paper Code : BBA-504

FUNDAMENTALS OF ENTREPRENEURSHIP

Time Allotted : 3 Hours

Full Marks : 70

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. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Which of the following shows the process of creating something new ?
- a) Business model b) Innovation
c) Modelling d) Creative flexibility.
- ii) Which of the following is NOT an external motivating factor ?
- a) Enterprising attitude
b) Availability of technology
c) Government support and assistance
d) Encouragement from big business firms.

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- iii) Entrepreneurs emerging from within the organization are termed as
 - a) Organizers
 - b) Managers
 - c) Intrapreneurs
 - d) Leaders.
- iv) Responsive societies will
 - a) Adapt to changes
 - b) Encourage collaboration
 - c) Empower innovators
 - d) All of these.
- v) Which of the following is NOT a characteristic of a successful entrepreneur ?
 - a) High need for achievement
 - b) Internal locus of control
 - c) Running after extra money
 - d) High tolerance to ambiguity.
- vi) Individuals influencing an entrepreneur's career choice and style are known as which of the following ?
 - a) Role model
 - b) Professional support network
 - c) Moral-support network
 - d) Support system.
- vii) Capital raising entirely depends on the entrepreneur in which of the following mode ?
 - a) Sole proprietorship
 - b) Partnership
 - c) Corporation
 - d) None of these.
- viii) Why should an entrepreneur do a feasibility study for starting a new venture ?
 - a) To see if there are possible barriers to success
 - b) to identify possible sources of funds
 - c) To estimate the expected sales
 - d) To explore potential customers.

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- ix) Technical/operational feasibility analysis collects data on which of the following parameters ?
- a) Material availability
 - b) Plant capacity
 - c) Material requirement planning
 - d) All of these.
- x) The legal forms of business in preparing organizational planning in a business plan include the following *except*
- a) Transferability of interest
 - b) Management control
 - c) Liability of owners
 - d) Building the management team.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Briefly discuss how creativity is linked with the entrepreneurs.
3. What is need for achievement (n Ach) ? Discuss why the need for achievement is also known as an urge to improve.
4. Explain the role and importance of Entrepreneurship in economic development with examples.
5. Briefly discuss the innovation-entrepreneurship framework.
6. Who is an intrapreneur ? Discuss the characteristics of an intrapreneur.

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GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is entrepreneurial motivation ? Discuss the differences between opportunity driven and necessity driven motivations. What do you understand by the term "intrinsic motivation" ? How does the entrepreneurial motivation help in developing a start-up business ? $3 + 4 + 3 + 5$
8. What are the typical characteristics of an entrepreneur ? Can these characteristics be justified for a person who is running a provision store ? As a newcomer in the writing instrument industry (pen, pencil, eraser and sharpener), what possible risks can an entrepreneur face ? $5 + 4 + 6$
9. What is business plan feasibility study ? Briefly discuss the importance of the feasibility study. Write down different stages of a business planning process. $3 + 7 + 5$
10. What is social entrepreneurship ? Discuss the characteristics of social entrepreneur. "Social entrepreneurship is neither non-profit nor for-profit organization". Do you think that the concept of social entrepreneurship is essential for social innovation ? $3 + 6 + 6$
11. a) "Strategic entrepreneurship is the purpose and/or stimulation of entrepreneurial activity to achieve strategic goals." Distinguish between goals and strategic goals. What do you mean by "stimulation of entrepreneurial activity" ?
b) Analyse the role of the government in organising EDP. $10 + 5$

