

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA(H)/SEP. SUPPLE/SEM-5/BBA-504/2012  
2012**

**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.*

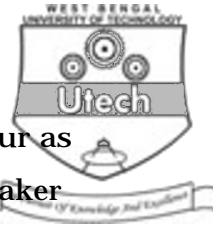
**GROUP - A**

**( Multiple Choice Type Questions )**

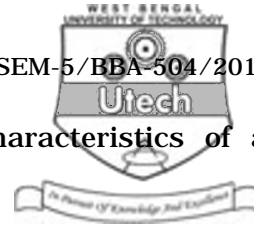
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Originality of an entrepreneur does not imply
  - a) innovativeness
  - b) creativity
  - c) perseverance
  - d) resourcefulness.
- ii) An intrapreneur
  - a) is semi-independent
  - b) is real owner of the business
  - c) bears full risk of the business
  - d) takes profits of the business.
- iii) 5 Ms does not include
  - a) man
  - b) money
  - c) machine
  - d) manipulation.



- iv) Richard Cantillon viewed the entrepreneur as
- a) an innovator                      b) a risk taker  
c) an inventor                         d) a reformer.
- v) A person who pursues an innovation but does so from within the security of his organisational position is called
- a) Entrepreneur                      b) Innovator  
c) Intrapreneur                        d) none of these.
- vi) A private individual or company that usually invests in ventures with higher risk return possibilities than average is called
- a) Venture Capitalist                b) Private Capitalist  
c) Speculative Investor              d) None of these.
- vii) The condition of not knowing the outcome of an activity or decision is called
- a) foresight                            b) risk  
c) speculation                         d) none of these.
- viii) A business plan for a new venture prepared by the entrepreneur describes all the relevant
- a) external elements  
b) internal elements  
c) both external and internal elements  
d) none of these.
- ix) An entrepreneur was described “as a person who pays a certain price for a product to result it at an uncertain price” by
- a) Richard Cantillon                b) Joseph Schumpeter  
c) J. B. Say                             d) Carl Menger.



- x) Which of the following is not a characteristics of a successful entrepreneur ?
- a) Able to take calculated risk
  - b) Respond positively to challenges
  - c) Self-confident and optimistic
  - d) Takes no initiatives.
- xi) Role of an entrepreneur is
- a) Generation of employment
  - b) Complementing economic growth
  - c) Introduction of new products to market
  - d) All of these.
- xii) The transformation of an idea into useful applications which results in new product, services or processes is called
- a) Incubation
  - b) Innovation
  - c) Idea Germination
  - d) Illumination.

**GROUP - B**

**( Short Answer Type Questions )**

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

2. Explain creativity and innovation as entrepreneurial skills.
3. Discuss the qualities that an entrepreneur should possess.
4. What are the differences between an entrepreneur and a manager ?
5. Discuss risk taking behavior of an entrepreneur.
6. What is EDP ? Mention the stages involved in EDPs.



**GROUP - C**

**( Long Answer Type Questions )**

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

7. As a start up entrepreneur, examine the different stages you need to pass through to lanch a new product in the market.
8.
  - a) Explain the functions of Entrepreneur.
  - b) What is the problem of women entrepreneur in a developing country ? 10 + 5
9.
  - a) State the role of Entrepreneurs in complementing the economic growth of a country ?
  - b) How the Innovative power of the entrepreneurs help in this respect ?
  - c) What are the challenges of enterpreneurship ? 8 + 4 + 3
10.
  - a) Who are called to be Social Entrepreneur ? Are they same as socially responsible entrepreneur ? If not, then what are the differences ?
  - b) Name the general factor's that motivates the Social Entrepreneurs to start their social ventures. 8 + 7
11. Write short notes on any *three* : 3 × 5
  - a) Entrepreneurship as a gap filling function
  - b) Feasibility analysis
  - c) Features of Venture Capital
  - d) Problems of SSIs
  - e) Government as an entrepreneur.

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