

**BBA 4th Semester Exam., 2019**

**ENTREPRENEURSHIP DEVELOPMENT  
PROGRAMME**

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct answer (any six) : 2×6=12

(a) Which of the following shows the process of creating something new?

- (i) Business model
- (ii) Modelling
- (iii) Creative flexibility
- (iv) Innovation

(b) Which one of the following gives suggestions for new product and also help to market new products?

- (i) Existing products and services
- (ii) Federal Government
- (iii) Distribution channel
- (iv) Consumer

(c) Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?

- (i) Merger
- (ii) Minority interest
- (iii) Joint venture
- (iv) Majority interest

(d) GATT is established in 1947 under

- (i) German leadership
- (ii) US leadership
- (iii) French leadership
- (iv) UK leadership

- (e) The entrepreneur was distinguished from capital provider in the
- (i) middle ages
  - (ii) 17th century
  - (iii) 18th century
  - (iv) 19th and 20th century
- (f) A person who managed large project was termed as the entrepreneur in the
- (i) earliest period
  - (ii) middle ages
  - (iii) 17th century
  - (iv) 19th and 20th century
- (g) What is the process by which individuals pursue opportunities without regard to resources they currently control?
- (i) Startup management
  - (ii) Entrepreneurship
  - (iii) Financial analysis
  - (iv) Feasibility planning

- (h) Having less than 50 percent of equity share in an international venture is called
- (i) joint venture
  - (ii) majority interest
  - (iii) minority interest
  - (iv) exporting
- (i) Having more than 50% ownership position that provides the entrepreneur with managerial control is called
- (i) joint venture
  - (ii) majority interest
  - (iii) horizontal merger
  - (iv) diversified activity merger
- (j) Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
- (i) New business model
  - (ii) Anatomization
  - (iii) Creative destruction
  - (iv) None of the above

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2. Answer any *three* of the following short answer-type questions :  $4 \times 3 = 12$

- (a) Write a note on entrepreneurship and creative response to the society problems and at work.
- (b) "E-commerce is a win-win situation for both entrepreneur and consumers." Explain.
- (c) What are the functions of Small Industries Development Organization?
- (d) Define micro, small and medium enterprises.
- (e) Describe briefly various determinants of entrepreneurship.

Answer any *three* of the following long answer-type questions :  $12 \times 3 = 36$

- 3. "Entrepreneurship and intrapreneurship are not mutually exclusive these are rather dependent on each other for the development of economy." Elucidate.
- 4. "Self-employment is the best method of solving the problem of growing unemployment in the country." Do you agree? Suggest a suitable strategy for the identification and development of entrepreneurs.

( Turn Over )

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- 5. Explain the role of Entrepreneur's Association and Self-help Groups as facilitators.
- 6. Examine critically the government policies and programs to foster the growth of entrepreneurship. What changes should be made in them?
- 7. How can a business determine the right price of the product? In this essence, explain all the determinants of pricing a product for a small organization.

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