

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

0	8	8	8
---	---	---	---

Exam. Code :

0	0	2	5
---	---	---	---

Bachelor of Business Administration 5th Semester
(1129)

ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT
Paper—BBA-304

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Candidates are required to attempt any **four** questions from Section A. Each question carries **5** marks, the total weightage being **20** marks. Do any **two** questions each from Sections B and C. Each question will carry **15** marks. The total weightage of each section being **30** marks.

SECTION—A

1. Do any **four** questions :—

- (i) Define entrepreneurship. Differentiate between manager and leader. 5
- (ii) Discuss the importance of motivation in Entrepreneurship. 5
- (iii) List the methods used for financial appraisal of a project. 5
- (iv) Explain briefly the concept of Break-even Analysis. 5
- (v) Write various steps of new product planning and development. 5
- (vi) What are the various characteristics of small scale industries ? 5

SECTION—B

2. Is entrepreneur a package of equalities ? Explain. Highlight the significance of entrepreneurship in Indian economy. 15
3. What is motivation ? Discuss various factors behind Entrepreneurial Growth. 15
4. What is project identification ? Discuss various considerations in Project Selection. 15
5. Discuss the process of Financial Appraisal. What are the documents required for availing Financial Assistance ? 15

SECTION—C

6. "Small scale Industries are the backbone of National Economy." Discuss with relevant examples. 15
7. Discuss the concept of Profit Planning. Discuss role of break even analysis in profit planning of Small Business Unit. 15
8. What is Project Report ? Discuss the need of a Project Report before setting up a new unit. 15
9. Discuss the role of Government Institution engaged in providing support and assistance to small scale enterprises. 15