

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL- MAY 2019

Paper Code: BBA 306

Subject: Entrepreneurship Development

BBA(TTM) 306

BBA(MOM) 306

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1/ What is mean by entrepreneurship? Explain the need and importance of entrepreneurship in the context of the Indian economy.
- Q2. What are the psychological needs identified by McClelland? Why is the need for achievement stronger among creative entrepreneurs?
- Q3. What is meant by business opportunity? An idea that is not asessed for its opportunity potential may fail in business. Comment on this statement citing suitable examples.
- Q4. What is venture capital? Who provides it? Explain the role of venture capital in entrepreneurial development.
- Q5/ Explain the concept of creativity and innovation. How are they interrelated? Briefly discuss the various sources of innovation.
- Q6. What is meant by Entrepreneurship Development Programme (EDP)? Explain.
a) the need of EDP; b) pre-training phase of EDP and c) evaluation of EDPs.

- Q7. Case study
"Ethics is good business" is the motto of PHD chamber of commerce and industry. A large number old business houses such as Ranbaxy, DCM Shriram, Apeejay Satya Group, Ansal Group, Atlas cycles etc. have endorsed the code of ethics adopted by PHD chamber of commerce and industry this code is reproduced below:

Code of Ethics by PHD chamber of commerce and industry: It is believed that the best way of promoting high standard of business practice is through self-regulation. Business should be conducted in a manner that it earns the goodwill of all concerned through quality, efficiency, transparency and good values. This code has been designed as voluntary guideline to achieve these objectives:

- Be truthful and realistic in stating claims
- Be responsive to customer needs and concerns
- Treat all stakeholders fairly and with respect
- Protect and promote the environment and community interest.

- a) What message is conveyed by the slogan "ethics is good business".
b) With help of examples state the common unethical practices undertaken by business firms.

- Q8. Write short notes on any two of the following:
- a) The role of entrepreneurship in export promotion.
b) Legal requirements of establishment of a new firm.
c) Impact of socio-economic factors on growth of entrepreneurs.
