



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – BBA
Subject Name : Entrepreneurship Development
Subject Code : BBX05102_BBB05102_BBC05102

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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| Q.1 | (a) | How does the Finance Plan help an entrepreneur? Explain briefly | Marks
(1.5) |
| | (b) | Make a quick & broad marketing Plan for a Soaps manufacturing business | (1.5) |

OR

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| Q.2 | (a) | What are the 5 sub plans under a Business plan. Explain them briefly | (1.5) |
| | (b) | Make a quick & broad Marketing Plan for a Beauty Saloon business | (1.5) |
| Q.3 | (a) | “Pearl Garments” had the following figures extracted from its books of accounts. | (1.5) |

Cash and cash equivalents Rs 83,000;
Long-term investments Rs 300000;
Current liabilities Rs 337000;
Shares of ABC Ltd Rs 142000;
Trade and other receivables Rs 167000;
Inventories Rs 330000;
Prepayments Rs 60000;
Non-current liabilities Rs 1100000;
Fixed assets Rs 1000000;
Stockholders' equity Rs 645000.

Find out the Current Ratio and give your interpretations.

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| | (b) | Micro analyse and Mention variable cost in the business of Steel utensils | (1.5) |
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| Q.4 | (a) | Calculate ROI for a company on the following variables | (1.5) |
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All figures in Rs 000's
Gross Profit = 900
Operating Cost = 240
Initial Investments in machinery = 800
Initial Investments in office/furniture = 400
Loan taken for initial investments @ 14% from ICICI bank
Depreciation @20%
Tax @ 22%
Raw Material Stocks = 75
Finished Goods Stocks = 50

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| | (b) | Micro analyse and Mention variable cost in an Internet based e-commerce business | (1.5) |
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Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) | How does GOI defines a start-up in its Start up India Initiative? How are various state government supporting the centre's initiative | (1.5) |
| | (b) | Mention any 5 functions of DICs in India? | (1.5) |

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| Q.6 | (a) | A farmer wishes to apply for MUDRA loan under Pradhan Mantri MUDRA Yojana. How much loan is he eligible for? | (1.5) |
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| | (b) | How can a small Apparel manufacturer take advantage of NSIC? | (1.5) |
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| Q.7 | (a) | What are the core functions of RIICO? | (1.5) |
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| | (b) | Define MSMEs and What is the contribution of MSME in Indian economy? | (1.5) |
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| Q.8 | (a) | Which are various products protected by GOI in light of current secenerios? | (1.5) |
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| | (b) | What are the social relevance of “Stand up” India? | (1.5) |
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