



## Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course: BBA

Semester: IV

Name of the Paper: ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

Paper Code: BBA 401

Time: 1.5 hour

Maximum Marks: 50

### Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

a. Identify a successful start-up in your country and analyze how its business model aligns with the key principles of entrepreneurship. CO 1

OR

b. Discuss the role of the Small Scale Industry (SSI) sector in economic development and explain its contribution to entrepreneurship. CO 2

Q2.

(10 Marks)

a. Discuss a real-life example of a women entrepreneur and evaluate the impact of her venture on economic development. CO 2

OR

b. Define an entrepreneur and discuss the key features and functions of entrepreneurship. CO 3

Q3.

(10 Marks)

a. Explain the various types of entrepreneurs and differentiate between social entrepreneurs and business entrepreneurs. CO 1

OR

b. You are an aspiring entrepreneur facing financial and regulatory constraints. What strategies would you implement to overcome these challenges? CO 2

Q4.

(10 Marks)

a. Suppose you are launching a new tech-based start-up. Which entry wedge strategy would you choose and why? CO 2

OR

b. Describe the entrepreneurial process and discuss its importance in venture creation. CO 3

Q5.

(10 Marks)

a. Explain how resource-based strategies influence the competitive advantage of a start-up. Provide an example to support your answer. CO 1

OR

b. What are the major constraints to the growth of an entrepreneurial culture? Discuss with examples. CO 2