

Roll No. _____

MS-3180

B.B.A. (Semester-VI) Examination, 2015

ENTREPRENEURSHIP

(BBA-603)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer Question No.1, which is compulsory.

In addition attempt one question from each unit.

1. Explain the following in brief: $3 \times 10 = 30$
- (a) Intrapreneurs
 - (b) Business Plan
 - (c) Opportunity analysis
 - (d) Entrepreneurial process
 - (e) Marketing Mix
 - (f) Selection of Site
 - (g) Capital Structure
 - (h) Human Resource Planning in a new venture

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(2)

- (i) Merits and demerits of Sole Proprietorship
- (j) Factors affecting choice of products.

Unit-I

- 2. What is meant by the term 'entrepreneurial competencies'? Discuss how can they be developed. 10
- 3. Answer any two of the following: 5+5
 - (a) "Entrepreneurs are born, not made". Comment.
 - (b) Explain in brief the different barriers to entrepreneurship.
 - (c) Discuss the various functions of an entrepreneur.

Unit - II

- 4. What are the basic considerations involved in setting up a new business unit? Discuss these decisions by taking a suitable examples. 10
- 5. What does market assessment involve? Describe the factors relevant in market assessment what tools are employed by the entrepreneur for market assessment? 10

(3)

Unit - III

- 6. Discuss the various types of financing options available to a start-up entrepreneur. 10
- 7. (a) What factors determine the fixed capital requirements of a firm? Discuss. 5
- (b) Explain in brief the various elements of a project report. 5

Unit - IV

- 8. What is Market Segmentation? What are the various bases of Market segmentation. Suggest a suitable Segmentation base to a start up entrepreneur. (you can make required assumptions) 10
- 9. Write short notes on any two of the following: 5+5
 - (a) Operations Plan
 - (b) HRM Process
 - (c) Marketing Plan