B. B. A. / I. M. B. A. Examination 2021-22

(Even Semester)

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Time : Three Hours]   *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION – A

1. Attempt all parts of the following : $1 \times 8 = 8$

   (a) Who is an entrepreneur?

   (b) What is EDP?

   (c) Give two roles of technology in enterpreneurship.

   (d) What is small scale enterprise?

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(e)   What is state incentives?

(f)   What do you mean by project?

(g)   Define performance assessment.

(h)   What do you mean by marketing management?

SECTION – B

2.   Attempt any two parts of the following : $2 \times 6 = 12$

(a)   Enumerte types of skills required in enterpreneurship.

(b)   How to assess the market for the establishment of small scale enterprise?

(c)   Write a note on financial feasibility.

(d)   Explain the importance of organisational relations in small business.

SECTION – C

Note:-   Attempt all questions Attempt any two parts from each questions. $8 \times 5 = 40$

3. (a) What is meant by entrepreneurial motivation? Is it necessary for a successful entrepreneur? Discuss.

   (b) Describe the functions of entrepreneurs in small firm.

   (c) Enmerate the objectives of entrepreneurial development programme.

4. (a) How opportunities scanning is crucial for SSI? Explain.

   (b) What are the various processes you go through before you start a small scale enterprise?

   (c) What are the factors to be considered for selecting a site for plant?

5. (a) Explain the contents and formulation of project report.

   (b) State the rule of financial institutions in entrepreneurial financing.

   (c) Explain how state incentives help an enterprise?

6. (a) Describe the issues involved in financial management of small scale enterprises.

   (b) Explain the significance of performance assessment of small scale enterprise.

   (c) How the small scale enterprises are operated? Explain.

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