

S.No. : 330

BBA 3403

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37121

Roll
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BBA (LSCM) 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 : 8×1=8

- (a) What is Entrepreneurship?
- (b) What do you understand by entrepreneur development program?
- (c) What is small scale enterprise?
- (d) Write any two characteristics of small scale unit.

[P. T. O.]

- (e) What is opportunities scanning?
- (f) What is state incentives?
- (g) What is performance assessment?
- (h) What do you mean by organizational relations?

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) Explain the new concept of an entrepreneurial.
 - (b) Explain in detail the procedure to setup a small scale unit.
 - (c) What is financial feasibility? Explain.
 - (d) What are different problems being faced by small scale industries in India?

SECTION – C

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

3. (a) Describe in detail about entrepreneurial functions.

- (b) What is entrepreneurial motivation? Discuss various factors behind entrepreneurial growth.
- (c) Describe in detail about the essential entrepreneurial skills.
4. (a) What are the parameters required for selection of the site in establishment of small scale enterprise?
- (b) Explain in detail opportunity scanning.
- (c) How to assess the market for establishment for small scale enterprise?
5. (a) What is project report? Describe the main contents of project report.
- (b) Illustrate the role of financial institutions in promotion entrepreneurship development in India.
- (c) Write a note on state incentives provided to the entrepreneur.
6. (a) What are the monetary and non-monetary factors evolved in operation management practices in entrepreneurship development.

[P. T. O.]

- (b) Write a detailed note on government assistance to small sector in marketing.
- (c) Explain the significance of organizational relations.
