

**BBA-12**

December - Examination 2018

**BBA Pt. II Examination****Entrepreneurship and Small Scale Business****Paper - BBA-12****Time : 3 Hours ]****[ Max. Marks :- 80**

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**Note:** The question paper is divided into three sections A, B and C.  
Write answers as per given instructions.

**Section - A****8 × 2 = 16**

(Very Short Answer Questions)

**Note:** Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Write any two economic factors which affect entrepreneurship.
- (ii) Who is an entrepreneur?
- (iii) What do you mean by first generation entrepreneur?
- (iv) What do you mean by EDP?
- (v) Write any two cultural barriers to women entrepreneurs.

- (vi) What do you mean by project report?
- (vii) What is Break-Even Analysis?
- (viii) What do you mean by Plant Layout?

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain the “Need for Achievement” theory of McClelland.
- 3) Explain the characteristics of Entrepreneur.
- 4) Write the distinctive features of entrepreneur and professional manager.
- 5) Explain the factors affecting entrepreneurial growth.
- 6) What is business plan development? Explain various sections/components of a business plan.
- 7) Discuss the process of profit planning.
- 8) Explain the factors to be considered by entrepreneur, while fixing the prices of the product.
- 9) Write a note on “Institutional Support for small businesses”.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) “To study the entrepreneur is to study the main figure in economic activity”. Discuss the role of entrepreneurship in economic development of a country with reference to above statement.
- 11) What do you mean by Entrepreneurship? Explain entrepreneurial process in detail.
- 12) What do you mean by frenchising? Explain its advantages and disadvantages.
- 13) Explain the business planning process in detail.

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