

BBA-12

June - Examination 2019

BBA Pt. II Examination**Entrepreneurship and Small Scale Business****Paper - BBA-12****Time : 3 Hours]****[Max. Marks :- 70**

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

Section - A**7 × 2 = 14**

(Very Short Answer Type Questions)

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

- 1) Explain the following terms:-
 - (i) Economic Development
 - (ii) Self Employment
 - (iii) Start-up
 - (iv) District Industry Centre
 - (v) Imports Substitutions
 - (vi) Product Mix
 - (vii) Innovation

Section - B**4 × 7 = 28**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Describe the characteristics of Innovator.
- 3) Distinguish between an Entrepreneur and a Manager.
- 4) Elaborate the functions of an Entrepreneur.
- 5) Examine the role of Women Entrepreneurship.
- 6) Describe the institutional setup for small business.
- 7) Discuss the impact of export promotional activities in India.
- 8) Describe functions of District Industries Centre.
- 9) Describe social theory of Entrepreneurship.

Section - C**2 × 14 = 28**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 14 marks.

10. "An Entrepreneur is a catalyst of change". Explain the Statement.
11. Discuss the process of Entrepreneurship Development Programme.
12. Explain the process of Setting-up of Small scale Unit.
13. Examine Marketing Management of Small Business.