

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 9

Sub. Code : 

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**Bachelor of Business Administration 5<sup>th</sup> Semester**

**(2122)**

**ENTREPRENEURSHIP AND NEW VENTURE CREATION**

**Paper : BBA 304**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt any **FOUR** questions from Section-A. Attempt any **TWO** questions each from Section B and C respectively.

**SECTION—A**

**(Marks : 4×5=20)**

1. Explain the following :—

- (a) Innovative Entrepreneur.
- (b) Difference between Entrepreneur and Intrapreneurship.
- (c) Write short note on Valuation of new firm.
- (d) Crowd Funding.
- (e) Social Entrepreneurship.
- (f) Write a short note on Franchising.



## SECTION—B

(Marks :  $15 \times 2 = 30$ )

2. Define Creativity and explain the importance of Creativity in Entrepreneurship.
3. Explain the process of developing Entrepreneurial competencies.
4. Elucidate Porter's Five forces Model in detail.
5. Elucidate the process of developing an effective business model in detail.

## SECTION—C

(Marks :  $15 \times 2 = 30$ )

6. Prepare a project plan for a vendor who wants to start a Computer Centre.
7. Discuss various sources of arranging finance in detail with special emphasis on innovative sources of finance.
8. Define Growth. Discuss the need and strategies of growth in a new entrepreneurial venture.
9. Write down the various Project appraisal techniques for appraising the new project.