

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2124)

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 Sections B and C respectively.

SECTION—A

1. Answer the following :—

- (a) Difference between Entrepreneur and Intrapreneurship.
- (b) Franchising.
- (c) Product development process.
- (d) Social Entrepreneurship.
- (e) Project Appraisal.
- (f) Venture Capital.

4×5=20

SECTION—B

2. Define Entrepreneurship. Explain the need for and barriers to Entrepreneurship. 15
3. What are the various Sources of Innovation ? Also discuss Techniques of Innovation. 15
4. Give a detailed note on Components of Feasibility Analysis. 15
5. Elucidate the process of developing an effective business model in detail. 15

SECTION—C

6. What is the importance of Ethics in Business organization ? Discuss various problems in the way of Ethical Behaviour. 15
7. Discuss Forms of organizations. Explain factors affecting choice of form of organization. 15
8. Define Growth. Discuss the need and strategies of growth in a new entrepreneurial venture. 15
9. Explain various sources of arranging finance in detail with special emphasis on innovative sources of finance. 15