Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2021

Course	:	**BBA**	**Date**	:	**06-Aug-2021**
Subject Code	:	**BBA - 602**	**Time**	:	**10:00am to 12:00pm**
Subject Name	:	**Enterpreneurship Devlopment**	**Duration**	:	**02 Hours**
			Max. Marks	:	**50**

Section A

Answer the following (Attempt any two) **(20)**

1. Why are small businesses important to a country's economy?
2. Why should an entrepreneur do a feasibility study for starting a new venture?
3. Describe the problems faced by young entrepreneurs in India.
4. "E-commerce is a win-win situation for both entrepreneur and consumers." Explain

Section B

Answer the following (Attempt any three) **(15)**

1. What is feasibility analysis?
2. Describe the barriers to entrepreneurship.
3. What are the biggest challenges for small businesses?
4. Which are the important characteristics/skills of an entrepreneur?
5. Name few famous female entrepreneurs and the name of their startups in India who are alive.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 …….. Shows the process of creating something new.

A Innovation B Business model
C Modeling D Creative flexibility

2 A new venture's business plan is important because _____.

A It helps to persuade others to commit funding to the venture. B Can help demonstrate the viability of the venture.
C Provides a guide for business activities by defining objectives. D All of the above

3 An entrepreneurship primary motivation for starting a business is_____

A To make money B To be independent
C To be famous D To be powerful

4 An individual who starts, creates and manages a new business can be called_____

A A leader B A manager
C A professional D An entrepreneur

5 EDP (Entrepreneurship Development(Programmes) is required to help_____

A Existing entrepreneurs B First generations entrepreneurs
C Future generation entrepreneurs D None of the above

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6 From the following which one is not classification of entrepreneurs according to the types of business?

A Wholesale trade B Retail trade
C Exporter D Rural entrepreneur

7 Good sources of information for an entrepreneur about competitors can be obtained from_____.

A Websites B Product information leaflets
C Company reports and published accounts D All of the above

8 Industry analysis should include information on_____

A Market size of competitor's product B Growth rate of suppliers
C New product entry D Economic conditions

9 Innovation can best be defined as_____.

A the generation of new ideas. B the evolution of new ideas
C the opposite of creativity D the successful exploitation of new ideas

10 Talking to friends and family about a new business idea and only using their input in starting the business can be described as:_____

A Belief in the law of small numbers B Planning fallacy
C Illusion of control D Perceived risk

Part – B (Do as Directed) **(05)**

State whether the following statements are true or false

1 The activity which occurs when the new venture is started is called –Departure point.
2 Entrepreneurs are doers and not thinkers
3 An entrepreneurship primary motivation for starting a business is to be famous.
4 Entrepreneurs are motivated by personal values.
5 Good sources of information for an entrepreneur about competitors can be obtained from Company reports and published accounts.

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