



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 20 / 12 / 2025

Time: 09:30am - 12:30pm

School: SOC	Program: BBB	
Course Code : BBA2067	Course Name: Entrepreneurship and Innovation	
Semester: 3rd	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	26	28	28	18

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	State the role of entrepreneurship in economic development.	2 Marks	L1	C01
2.	Translate the role of entrepreneurship in economic development.	2 Marks	L2	C01
3.	Explain risk-taking in entrepreneurship.	2 Marks	L2	C02
4.	Describe decision-making in business.	2 Marks	L2	C02
5.	Define a green entrepreneur.	2 Marks	L1	C03
6.	Outline the contrast between an entrepreneur and a manager.	2 Marks	L2	C03
7.	Translate corporate entrepreneurship.	2 Marks	L2	C04
8.	Define creativity in the context of entrepreneurship.	2 Marks	L1	C04
9.	Recognize social entrepreneurship.	2 Marks	L2	C05
10.	Describe incremental innovation.	2 Marks	L2	C05

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Interpret the theory of motivation	07 Marks	L2	C01
Or				
12.	Illustrate the importance of entrepreneurship in economic development.	07 Marks	L2	C01
13.	Contrast entrepreneurial cultures.	07 Marks	L2	C02
Or				
14.	Outline the decision making process with appropriate examples.	07 Marks	L2	C02
15.	Select any five characteristics of social entrepreneurs with suitable examples.	07 Marks	L3	C03
Or				
16.	Identify the importance of women entrepreneurship in the development of society and economy.	07 Marks	L3	C03
17.	Categorize the different types of creative behavior with examples.	07 Marks	L4	C04
Or				
18.	Distinguish different types of innovations.	07 Marks	L4	C04
19.	Examine the Four-I Model of Creativity with suitable examples.	07 Marks	L4	C04
Or				
20.	Analyze the business canvas model with the help of your own example.	07 Marks	L4	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Compare different types of business risks with suitable examples.	15 Marks	L2	C01
22.	Interpret different types of entrepreneurs.	15 Marks	L2	C02
23.	Identify factors influencing entrepreneurship.	15 Marks	L3	C03
24.	Examine business environment factors.	15 Marks	L4	C04
25.	Identify green entrepreneurship and state its characters.	15 Marks	L3	C03