

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2021

Course Code : BBA2004

Course Name : Sem IV - BBA2004 - Entrepreneurship Development

Program : BBA,BBB,BBD,BBE&BAV

Date : 12-APR-2023

Time : 11.30AM - 1PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS.

(5 X 2 = 10M)

1. Why is entrepreneurship important?
 - a) It creates employment opportunities (CO1) [Knowledge]
 - b) It fosters innovation and economic growth
 - c) It improves the standard of living in a society
 - d) All of the above
2. Which of the following is not a contribution of entrepreneurship to the Indian economy?
 - a) Creation of new jobs (CO1) [Knowledge]
 - b) Increase in exports
 - c) Decrease in inflation
 - d) Development of rural areas
3. Which of the following is not a type of innovation that entrepreneurs can bring to the market?
 - a) Product innovation (CO1) [Knowledge]
 - b) Process innovation
 - c) Marketing innovation
 - d) Political innovation

4. According to Schumpeter, what is the key driver of economic growth? (CO2) [Knowledge]
- a) Labor productivity
 - b) Capital accumulation
 - c) Technological innovation
 - d) Population growth
5. According to Knight, what is the primary difference between risk and uncertainty? (CO2) [Knowledge]
- a) Risk can be measured, while uncertainty cannot.
 - b) Risk is always present, while uncertainty is only sometimes present.
 - c) Risk involves known probabilities, while uncertainty involves unknown probabilities.
 - d) Risk can be eliminated, while uncertainty cannot.

PART B

ANSWER ALL THE QUESTIONS.

(2 X 10 = 20M)

6. India has a long history of entrepreneurship, with small businesses contributing significantly to the country's economic growth. The government of India has been actively promoting entrepreneurship through various policies and schemes, such as the Startup India initiative, Make in India campaign, and Digital India program. The impact of entrepreneurship on India's economic development has been significant, with the sector providing employment opportunities, promoting innovation, and contributing to the country's GDP.
- 1. What is entrepreneurship, and why is it essential for economic development?
 - 2. How has entrepreneurship impacted India's economic development?
- (CO1) [Comprehension]
7. Sarah is a successful entrepreneur who runs her own catering business. According to McClelland's theory, Sarah has a high need for achievement. She is always striving for success and sets challenging goals for herself. She is also highly motivated and enjoys taking risks. Her business has grown rapidly over the past few years, and she is constantly looking for new opportunities to expand.
- 1. Discuss how McClelland's theory applies to Sarah's success as an entrepreneur.
 - 2. How can Sarah use her understanding of McClelland's theory to further improve her business?
- (CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS.

(1 X 20 = 20M)

8. Tom has been working as a marketing manager for a large corporation for the past 10 years. He has always dreamed of starting his own business and has finally decided to take the plunge and launch a digital marketing agency. However, he knows that the road to success will not be easy, and there are several factors that will influence his chances of success. Illustrate and explain the factors that may be influencing Tom's entrepreneurial journey. (CO1) [Application]