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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BBA2004

**Course Name :** - Entrepreneurship Development

**Program :** BBA

**Date :** June 6, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10**

* 1. Define technical entrepreneur.
  2. Define intrapreneur.
  3. Highlight the barriers to entrepreneurship.
  4. Define the driving forces of an entrepreneur to go international?
  5. Write two Problems and prospects of MSMEs
  6. Mention four objectives of Small-Scale Industries
  7. Mention three dynamic role of large business in economic development.

(CO1) [Knowledge]

(CO2) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge] (CO5) [Knowledge] (CO5) [Knowledge] (CO4) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50**

* 1. Briefly explain about various types of entrepreneurs on the basis of functional characteristics with suitable examples.

(CO1) [Comprehension]

* 1. Describe the specific contribution that entrepreneurship has made to India's economic progress.

(CO2) [Comprehension]

* 1. Describe how culture affects the growth of entrepreneurship with one vivid example ,Does cultural values influence entrepreneurial behavior of nations? Justify.

(CO3) [Comprehension]

* 1. Briefly explain the idea generation process. Talk about how ideas can become possibilities as well with the pre-feasibility study's steps.

(CO4) [Comprehension]

* 1. Explain the idea of funding a business with a variety of funding sources and the role that financial institutions play in the growth of businesses.

(CO4) [Comprehension]

* 1. Discuss about the elements influencing the business environment. Highlight the significance of the business environment.

(CO5) [Comprehension]

* 1. Using self-help groups as an example, describe how women have developed into entrepreneurs.Describe how the Entrepreneurial Development Programme (EDP) helps entrepreneurs to handle the challenges they face.

(CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40**

* 1. These days, smart phones are ubiquitous. Most likely, one is close by at the moment. On the other hand, wireless service is not as common as many people may believe, and landline phone service has not been completely available for very long. In 1877, the first landlines (phone lines) were established between Boston and Somerville, Massachusetts. Mink, Louisiana, a small town located 100 miles south of Shreveport, became the last town in the United States to get landline service in the early months of 2005. There are service gaps on the maps of any major US wireless carrier. Any type of network construction requires preparation, funding, and time.
     1. What are some similarities between an entrepreneur starting a new business in a new profession in a new market and a telephone service network?
     2. What are some benefits to an entrepreneur who enters a market with established networks?

(CO3) [Application]

* 1. Entrepreneur Biyan Mittal owns a small company that makes and markets furniture that is customized. Since launching the company four years ago, he has had great success drawing clients and making money. But now, he has had to make a big choice about growing his company. He's not sure if he should invest in growing the company or keep it at its current size.
     1. Give an example of the strategy and the measures that Biyan Mittal can take to make a wise choice.
     2. Write Why is it important for Mittal to use a this approach for decision making?

(CO4) [Application]

* 1. The nation's industry and economy have grown significantly as a result of the rising number of women who are entrepreneurs. Women-owned businesses are contributing significantly to society by creating jobs, changing the demographics of the nation, and serving as an example for the next generation of female entrepreneurs.Startup India is dedicated to strengthening women entrepreneurship in India through initiatives, schemes, the creation of enabling networks and communities, and the activation of partnerships among diverse stakeholders in the startup ecosystem. The organization's vision is to promote the sustainable development of women entrepreneurs for balanced growth in the nation.

How do women entrepreneurs fare in today's corporate world? Provide examples to support your points.

What issues do Indian women entrepreneurs face? Describe the tactics that must be used in order to make them competitive.

(CO5) [Application]