

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester IV - 2022
Course Code : BBA2004
Course Name : Entrepreneurship Development
Program : BBA

Date : June 06, 2024
Time : 9:30 AM - 12:30 PM
Max Marks : 100
Weightage : 50%

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 ANY 5 QUESTIONS

5 X 2 = 10

1. Mention any two factors influencing Entrepreneurship. (CO1) [Knowledge]
2. Define entrepreneurial culture. (CO2) [Knowledge]
3. State the characteristics of entrepreneurship. (CO3) [Knowledge]
4. Identify how creativity and innovation are related to idea generation. (CO4) [Knowledge]
5. List two importance of Small and Medium Enterprises. (CO5) [Knowledge]
6. Explain the level of investment of MSMEs. (CO5) [Knowledge]
7. Define three traits of Women entrepreneurs (CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. "Entrepreneurship is a process of giving birth to an enterprise" Discuss. (CO1) [Comprehension]

9. Explain how the Entrepreneurial Development Programme (EDP) helps entrepreneurs to handle the challenges they encounter.
(CO2) [Comprehension]
10. "Social entrepreneurship is a subset of entrepreneurship where the main objective is to develop and apply creative solutions to pressing social issues. By tackling social, cultural, and environmental challenges, social entrepreneurship tries to produce social value as opposed to traditional entrepreneurship, which aims to maximize profits for shareholders. "Social entrepreneurs prioritize making a social impact over financial sustainability when creating their ventures."
What dangers and difficulties do social entrepreneurs encounter?
Does a successful business operation demand intrapreneurial capabilities from its entrepreneurs?
Remark
(CO3) [Comprehension]
11. Explain the small-scale industry's vital role in economic growth, including the causes and progression of illness in this sector.
(CO4) [Comprehension]
12. Discuss the different kinds of business risks and the steps used to reduce them with vivid examples.
(CO4) [Comprehension]
13. Explain the function of entrepreneurship in rural communities. Acknowledge the importance of rural entrepreneurship in India.
(CO5) [Comprehension]
14. Discuss about a career in social entrepreneurship. What are the things that make becoming an social entrepreneur a good career choice?
(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. Jimmy Johnson, a former college football colleague of Tom Landry's, was appointed head coach of the Dallas Cowboys in 1989 after Jerry Jones, the team's new NFL owner, sacked the iconic coach. Johnson had the same issues as a first-time business owner: Who ought to be in my executive team? What duty should they have? Johnson transferred one coach from Landry's staff to a different role and retained only three of the twelve important coaching jobs. Jimmy Johnson, the head coach of the Dallas Cowboys, won Super Bowl XXVII in 1993, and six of the initial coaches he hired in his first season were still in that role.
- How is a startup similar to an existing organization that needs to be turned around? How are they different?
 - For any leader, what are some reasons that skills in identifying and recruiting key people are more important than technical skills?

(CO3) [Application]

16. Small-scale firms are started by newly arrived entrepreneurs. The business could be a manufacturing facility or a service provider. In the case of a service business, working capital requirements may be relatively large and fixed investment requirements are often modest, but for a production unit, both working capital and fixed investment requirements are significant. Operating a small business successfully involves several hurdles given its constraints in terms of resources, technology adopted, market reach, talent level, and quality of service or product offered, among other things. Small businesses benefit from quick decision-making, low manufacturing costs, minimal investment costs per job produced, etc. Since they form the foundation of the economy, They are the backbone of the economy; hence require all the support from the government.

- Explain the Role of Central Government and State Government in Promoting Entrepreneurship.
- Describe factors stimulating in Entrepreneurship

(CO4) [Application]

17. "Entrepreneurial leadership is a mindset that focuses organizations on turning problems into opportunities that create economic and social value,"and they are the managers who can take risks, seize opportunities, drive innovation and be innovative, producing, interchanging and strategy."

- Use the example of a prosperous Indian businessman to demonstrate the traits of an entrepreneurial leader.
- Distinguish between an entrepreneurial mindset and entrepreneurial spirit.

(CO5) [Application]