

Exam. Code : 105405

Subject Code : 1505

BBA 5th Semester

**BBA-504 : ENTREPRENEURSHIP AND SMALL
BUSINESS**

Time Allowed—3 Hours] [Maximum Marks—50

Note :- Attempt any **ten** questions from Section A. Each question will carry **1** mark. Attempt any **two** questions from Section B and each question will carry **10** marks. Attempt any **two** questions from Section C and each question will carry **10** marks.

SECTION—A

1. (i) Define government company.
- (ii) How is a private company formed ?
- (iii) Define decision-making.
- (iv) What is Innovation ?
- (v) What is a small enterprise ?
- (vi) Who is Karta ?
- (vii) What are Entrepreneurial Development Programs ?
- (viii) Define leadership.
- (ix) What is self-actualisation need ?

(x) What is risk-taking ?

(xi) Explain diversification.

(xii) Define motivation. 10×1=10

SECTION—B

2. Discuss the impact on business environment with the emergence of women entrepreneurs.
3. How a public company is different from Govt. Company ?
4. Critically evaluate Entrepreneurial Development Programmes.
5. Discuss the role of motivation in influencing entrepreneurial behaviour. 2×10=20

SECTION—C

6. Explain the concept of business venture. Discuss its start-up process.
7. Explain the steps involved in initial strategic product planning.
8. Discuss the growth and diversification of Small Enterprise in India.
9. Critically evaluate national policies for small business development. 2×10=20