

E 6137

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013

Third Semester

Common Course—ENTREPRENEURSHIP

(Common for B.B.A And B.B.M.)

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

- I. 1. The entrepreneur who is driven by an emotional desire to address poverty and educational deprivation is called :
- (a) Industrial Entrepreneur. (b) Social Entrepreneur.
(c) Life Style Entrepreneur. (d) None Of Above.
2. Which among these is not a quality of an entrepreneur ?
- (a) Foresight. (b) imagination.
(c) financing. (d) practical knowledge.
3. Identify the characteristic of an entrepreneur :
- (a) Flexibility. (b) Goal Setter.
(c) Public Relations. (d) All of These.
4. Identify the Indian women entrepreneur from the list :
- (a) Kiran Mazumdar Shaw. (b) Meira Kumar.
(c) Lakshmi Sahgal. (d) All of These.
- II. 5. The purpose of the entrepreneurial training is not to impart :
- (a) Operations Skill. (b) Managerial Skills.
(c) Marketing Skill. (d) All of These.
6. Identify the expansion of term NABARD :
- (a) National Board For Agriculture And Rural Development.
(b) National Bank For Agro And Retail Development.
(c) National Board For Agro And Rural Development.
(d) National Bank For Agriculture And Rural Development.

Turn over

7. Identify the national level organization providing marketing training for entrepreneurs :
- (a) SIDO. (b) NISC.
(c) EPCS. (d) All of These.
8. Which among these is not the part of entrepreneurial training programme design :
- (a) Training Objectives. (b) Developing Course Content.
(c) Identifying The Target Group. (d) Marketing And Financing.
- III. 9. Identify the capital cost component of a project.
- (a) Advance Expenditure. (b) Machinery Cost.
(c) Invisible Expenses. (d) All Of These.
10. The financial metric which represents operating liquidity available to a small business is called :
- (a) Long Term Finance. (b) Seed Capital.
(c) Working Capital. (d) Retained Capital.
11. Pilot production run comes under :
- (a) Idea Stage. (b) Test Marketing Stage.
(c) Product Development Stage. (d) None Of These.
12. Identify the idea generation method for venturing :
- (a) Brainstorming. (b) Synectics.
(c) Check List. (d) All of these.
- IV. 13. The initial capital used to start a small business is called :
- (a) Working Capital. (b) Seed Capital.
(c) Short Term Capital. (d) None of these.
14. Identify the tool used for business project execution :
- (a) 80/20 Rule. (b) PERT.
(c) PDCA. (d) ABC Analysis.
15. As per the MSME Act 2006 Micro service industries means :
- (a) Investment in Equipments Up To 10 Lakh.
(b) Investment in Equipments Above 10 Crore.
(c) Investment in Equipments Above 10 Crore.
(d) Investment In Equipments Above 10 Lakh.
16. Small business project appraisal includes :
- (a) Investment Size. (b) Labour Component.
(c) Economic Viability. (d) None of these.

(4 × 1 = 4)

Part B (Short Answer Questions)

*Answer any five questions.
Each questions carries Weight 1.*

17. Define women entrepreneur ship.
18. Explain the term incubation.
19. What is venture capital funding ?
20. Explain idea generation stage.
21. Define cottage industries.
22. What do you mean by feasibility report ?
23. What are the objectives of NSIC ?
24. Define marketing plan.

(5 × 1 = 5)

Part C (Short Essay Questions)

*Answer any four questions.
Each questions carries Weight 2.*

25. Discuss the important traits of a women entrepreneur.
26. What are the various types of entrepreneurial tanning ?
27. Explain the features of bridge financing.
28. Discuss the social environment of a women entrepreneur.
29. Enumerate the role of SLDO in promoting entrepreneurship in India.
30. Explain the importance of business plan.

(4 × 2 = 8)

Part D (Essays Questions)

*Answer any two questions.
Each questions carries Weight 4.*

31. Explain the role of entrepreneurs in social and economic development of a country.
32. Enumerate on various state and central level institutions supporting for entrepreneurship in India.
33. Discuss on various components in a faultless business project report.

(2 × 4 = 8)