

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2075
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VI

Subject: Entrepreneurship
Full Marks: 100

Course Code: MGMT 364
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 2 = 20 MARKS)

Answer ALL questions.

- Q1. Define the term of entrepreneurship.
- Q2. Write two problems of women entrepreneur.
- Q3. What is SSI?
- Q4. Give the concept of business idea generation.
- Q5. What is financial feasibility?
- Q6. What is franchising?
- Q7. Define the concept of e-commerce.
- Q8. What do you know about business plan?
- Q9. Define production plan.
- Q10. What is project rating?

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions.

- Q11. Who is women entrepreneur? Explain its problems. (2+6)
- Q12. Describe the role of entrepreneurship in economic development. (8)
- Q13. What is cottage industry? Explain its importance. (2+4)
- Q14. Highlight about marketing and technical feasibility. (4+4)
- Q15. Define the term of e-entrepreneurship. Describe its challenges. (2+6)
- Q16. What is organizational plan. Explain its format.
- Q17. Why business plan fails? Describe its reasons.
- Q18. What are the promotion factors of women entrepreneur? Explain. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions.

- Q19. Define entrepreneur and entrepreneurship. Explain the major factors influencing entrepreneurship. (2+2+12)
- Q20. What is small scale industry? Describe the problems faced by small scale industry. (4+12)
- Q21. What do you know about project evaluation? highlight the different methods of project evaluation. (4+12)

