

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2076
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VI

Subject: Entrepreneurship

Course Code: MGMT 464

Full Marks: 100

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 SHORTANSWER QUESTIONS (10 X2 = 20 MARKS)

Answer all questions:

- Q1. Define the meaning of entrepreneurship.
- Q2. Who are women entrepreneurs?
- Q3. Explain the meaning of SSI.
- Q4. Give the concept of business idea generation.
- Q5. What is marketing feasibility?
- Q6. What is franchising?
- Q7. Define the concept of e-commerce.
- Q8. Explain about business plan.
- Q9. Define the concept of project appraisal.
- Q10. Write the meaning of exporting.

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

Answer any SIX questions:

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| Q11. Explain the roles of entrepreneurship in economic development. | 8 |
| Q12. What are the main problems of women entrepreneurs? | 8 |
| Q13. Explain about e-entrepreneurship and what are the challenges of e-commerce? | 3+5 |
| Q14. What is the meaning of project appraisal? Explain the methods for project appraisal. | 2+6 |
| Q15. Define the entrepreneur's ethics. Explain its importance. | 2+6 |
| Q16. What factors are to be considered while selecting site for a business? | 8 |
| Q17. Clarify the meaning and techniques of generating new ideas. | 2+6 |
| Q18. Write short notes about: | 4+4 |
| a. Business incubation | |
| b. Infrastructure | |

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

Answer any TWO questions:

- Q19. Explain the role played by small scale industries (SSI) in economic development of the country. Explain the problems which are faced by SSI and steps taken to solve these problems. 6+5+5
20. Define entrepreneur and also explain about the types of entrepreneurship. 4+12
21. Why entrepreneurs should have business plan? Explain the format of a business plan. 8+8

