REV-01
BBA/45/20

2025/06

SET A

BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER
ENTREPRENEURSHIP & SMALL BUSINESS
BBA – 921 (IDMJ)
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

Objective

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Innovation can be best defined as-------
   a. The generation of new ideas
   b. The evolution of new ideas
   c. The opposite of creativity
   d. The successful exploitation of new ideas

2. Which of the following is least likely to influence the timing of new business?
   a. Government policies
   b. Weather conditions
   c. Consumer expenditure
   d. Profitability

3. The process of creating something new is called---------
   a. Creative flexibility
   b. Management
   c. Business
   d. Innovation

4. Entrepreneurship development program is helpful for --------
   a. First generation entrepreneurs
   b. Existing entrepreneurs
   c. Future generation entrepreneurs
   d. None of the above

5. Who is considered as the father of entrepreneurship?
   a. Joseph Schumpeter
   b. Paul Reynolds
   c. Bill Gates
   d. Elon Musk

6. DICs are located -------
   a. In each district
   b. Only in selected districts
   c. In each state
   d. Only in selected states

7. Small scale entrepreneurs have an annual turnover in the range of -------
   a. Up to Rs. 5 crores
   b. Rs. 5 crore – 75 crores
   c. Rs. 75 crores – 250 crores
   d. None of the above

8. ------ describes the direction, the enterprise is going in, what its goals are, where it wants to be and how it is going to get there.
   a. Technical analysis
   b. Market analysis
   c. Project report
   d. Financial analysis

9. Entrepreneurs are motivated by ---------
   a. Money
   b. Personal values
   c. Pull influences
   d. All the above

10. Entrepreneurship development is the key to achieve all round development through ----------
   a. Increase in profits
   b. Shareholders value
   c. Economic development
   d. Business development

11. What is the purpose of a business plan?
   a. To outline the legal requirements for starting a business.
   b. To provide a roadmap for the development and growth of a business.
   c. To solicit investment from a venture capitalist.
   d. To determine the best marketing strategy.

12. Which of the following is a common challenge faced by entrepreneurs?
   a. Finding a strong marketing strategy
   b. Securing adequate financing
   c. Managing employees effectively
   d. Building a strong brand identity

13. Which of the following is not a benefit of entrepreneurship?
   a. Potential for high profits and financial independence.
   b. Opportunity to innovate and create new products or services.
   c. Greater job security compared to working for a large corporation.
   d. Ability to set your own work schedule and pace.

14. What is the role of a market research in entrepreneurship?
   a. To determine the best way to raise capital for a new business.
   b. To identify potential customers and understand their needs.
   c. To create a catchy brand name and advertising campaign.
   d. To develop the legal structure for a business.

15. The term 'Entrepreneur' was derived from French word _____
    a. Enter purpose
    b. Enterprise
    c. Enter procedure
    d. Enter prendre

16. The term Entrepreneur was first defined by Irish-French economist ____
    a. Richard William
    b. Richard Cantillon
    c. James Bernard
    d. W.B. Gartner

17. "Seed Capital Scheme" is being operated by?
    a. IDBI
    b. SIDC
    c. ICICI
    d. IFCI

18. One of the biggest threats Indian MSME sector faces is _____
    a. Lack of financial assistance
    b. Lack of Marketing Skills
    c. Quality of products still to meet International standard
    d. lack of bilateral trade

19. The MSME sector employs about _____ % workforce of India, which is roughly 6 crore people.
    a. 30%
    b. 40%
    c. 45%
    d. 50%

20. EDPs are conducted by _____.
    a. Entrepreneurs
    b. Specialised institutions
    c. Business community
    d. Government

Descriptive

Time: 2 hr. 30 mins. **Marks: 50**

[Answer question no.1 & any four (4) from the rest]

1. Define entrepreneurship. Discuss the significance of entrepreneurship development. 4+6=10

2. a) Explain the process of developing entrepreneurial competencies. 5+5=10
   b) Differentiate between an entrepreneur and a manager.

3. a) Discuss five qualities of an entrepreneur. 5+5=10
   b) Explain five factors affecting the site selection.

4. Discuss the MSMED Act, 2006. 10

5. Discuss the business environment of North East India. 10

6. Write short notes on the following: 2*5=10
   a) RRBs
   b) EDII
   c) DIC
   d) Annapurna scheme
   e) Stand Up India scheme

7. Discuss the step in setting up a new enterprise. 10

8. What is a business plan? Discuss the contents of a business plan? 3+7=10

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