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B.B.A. (Semester V) EXAMINATION, 2016

ENTREPRENEURSHIP DEVELOPMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define the term “Entrepreneurship”. Explain in detail the functions of entrepreneur. [15]

Or

Define the term “Manager”. Explain the role and responsibilities of Manager. [15]

2. What is ‘Market Survey’ ? Explain in detail the methods or techniques of ‘Market Survey’. [15]

Or

What is ‘Preliminary Project Report’ (PPR) ? Explain the importance and contents of PPR. [15]

3. Define the term ‘Business Plan’. Explain in detail the Business Planning Process. [15]

P.T.O.

Or

Write a detailed note on assistance schemes of Maharashtra Industrial Development Corporation (MIDC) and Micro, Small & Medium Enterprise (MSME). [15]

4. Explain in detail the Institutional Financial Assistance for Small Enterprises. [15]

Or

Describe the Entrepreneurial Career of Rahul Bajaj. [15]

5. Write short notes on (any *four*) : [20]
- (a) Problems of Unemployment
 - (b) Techniques and Tools of Divergent Thinking
 - (c) Elements of Business Plan
 - (d) Khadi and Village Industries Board
 - (e) Entrepreneurial Qualities of Sabeer Bhatiya
 - (f) District Industries Center (DIC).