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2022

B.B.A 6th Semester End-Term Examination

ENTREPRENEURSHIP DEVELOPMENT

(New Regulation)

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following: (10 × 1 = 10)
- The word *entrepreneur* is derived from the French word *entreprende*, which means _____.
 - Based on Entrepreneurial Activity, entrepreneurs are classified as _____. Serial Entrepreneur, and Portfolio Entrepreneur.
 - _____ combines low cost unit costs of mass production processes with the flexibility of individual customization.
 - There are three kinds of purchase situations, they are _____, modified re-buy and new task.
 - _____ firms have the ability to maintain a flow of new ideas that can translate into new products or services.
 - _____ growth strategy of a business can be related or unrelated to the current business.
 - _____ merger takes place between two companies producing similar products in the same industry.
 - There are three characteristics of social enterprise; they are enterprise orientation, _____ and social ownership.
 - _____ measures 'cost saving to society' and 'change in individuals' lives as a result of social enterprise employment.
 - A _____ strategy can be termed as the planning behind terminating one's ownership of a company.

[Turn over

2. (a) Explain the main macro-economic factors responsible for growth of entrepreneurship? (7)
- (b) Discuss the various ways of classifying entrepreneurs? (8)
3. (a) Explain the different types of Business Models with suitable examples? (7)
- (b) What are the possible advantages and disadvantages of buying an existing business? (4+4=8)
4. (a) Briefly explain the steps of writing a Business Plan? (7)
- (b) "Entrepreneurial firms need to have a very proactive approach to marketing" – Explain the features of entrepreneurial marketing in the light of the above statement? (8)
5. (a) Elaborate the steps in the purchase process and explain the outcomes of an unplanned purchase. (5+3=8)
- (b) Define exit strategy? What could be the reason for an entrepreneur to want to exit from his/her business? (1+6=7)
6. (a) Define Social Entrepreneur? Explain the three characteristics of social entrepreneur? (2+6=8)
- (b) 'Ethical motives and moral responsibility are major reasons for motivating social entrepreneur' – Explain the statement in the light of motivations that are influential for social entrepreneurs? (7)
7. Write short notes on (any three) : (3 × 5 =15)
 - (a) Role of an entrepreneur
 - (b) Portfolio entrepreneur
 - (c) Growth Strategies
 - (d) Marketing characteristics of entrepreneurial firms.

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