

B.B.A.(with Credits)-Regular-Semester 2012 Sem V
BBA344 - Entrepreneurship Development Paper-I

P. Pages : 1

Time : Three Hours



GUG/W/16/2930

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Discuss the Barriers to Entrepreneurship. 8
b) Explain the functions of entrepreneurship. 8

OR

- c) Explain the Role and features of entrepreneurship. 16
2. a) Explain the concept of career planning. 8
b) Explain the creativity and innovation in an entrepreneurship organization. 8

OR

- c) Discuss Entrepreneurial opportunities in contemporary business environment. 16
3. a) Write the social responsibilities of Entrepreneurs. 8
b) Explain Issues and opportunities of entrepreneurs. 8

OR

- c) Discuss socio-psychological factors influencing entrepreneurship development. 16
4. a) Explain Ancillarisation in India. 8
b) Describe the Tender marketing. 8

OR

- c) Describe Ancillary opportunities in Agro Industries and Banking and Finance. 16
5. Answer in brief.
a) Women entrepreneurship. 4
b) Forms of ownership. 4
c) Opportunities of Small Scale Industries. 4
d) Small Business Marketing. 4
