

B.B.A. (CBCS Pattern) Sem-V
UCB5E04 : Entrepreneurship Development-I

P. Pages : 1

Time : Three Hours



GUG/W/22/13032

Max. Marks : 80

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

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|-----------|---|-----------|
| 1. | a) Explain the women Entrepreneurship | 08 |
| | b) Explain the barriers to Entrepreneurship. | 08 |
| OR | | |
| | c) State the role & functions of Entrepreneurship. | 16 |
| 2. | a) Explain the types of entrepreneurship. | 08 |
| | b) State the role of creativity & Innovation | 08 |
| OR | | |
| | c) Explain the career planning state the choice of entrepreneurship as a career | 16 |
| 3. | a) Explain the social responsibilities of entrepreneurs. | 08 |
| | b) State the development of entrepreneurship in India. | 08 |
| OR | | |
| | c) Explain entrepreneurial behavior – socio psychological factors influencing entrepreneurship development. | 16 |
| 4. | a) Explain the tender marketing | 08 |
| | b) State the concept and issues in small business marketing. | 08 |
| OR | | |
| | c) Explain the Ancillary opportunities in different Economic sectors. | 16 |
| 5. | Write a short notes: | |
| | a) Entrepreneur | 04 |
| | b) Business plan | 04 |
| | c) Issues & opportunities | 04 |
| | d) Negotiation with principal customer | 04 |
