



SS – 549

V Semester B.B.A. Examination, Nov./Dec. 2018
(CBCS – Fresh and Repeaters) (2016-17 and Onwards)

BUSINESS ADMINISTRATION

Paper – 5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

I. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- 1) a) Who is an entrepreneur ?
- b) Mention any two problems faced by small scale industry.
- c) Mention any two factors affecting project selection.
- d) Mention any two common pitfalls to be avoided while preparing a business plan.
- e) Expand the following :
 - i) SFC
 - ii) TECSOK.
- f) Mention any two difference between entrepreneur and enterprise.
- g) Mention any two objectives of SIDBI.

SECTION – B

II. Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

- 2) Explain any six points to bring out the importance of entrepreneurship.
- 3) Explain any six characteristics of a small scale industry.
- 4) Explain any six factors affecting identification of business opportunity.
- 5) Explain any six features of business plan.
- 6) Mention any twelve causes of industrial sickness.

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SECTION - C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

- 7) Explain any fourteen characteristics of a successful entrepreneur.
- 8) Explain any ten advantages of a small scale industry.
- 9) What is product selection ? Explain any eight factors affecting product selection.
- 10) What is a business plan ? Explain any eight advantages of preparing a business plan.
- 11) What is an industrial estate ? Explain the following (any six points each) :
 - a) Objectives of industrial estates
 - b) Types of an industrial estate.

SECTION - B

- II. Answer any three questions. Each question carries six marks. (3×6=18)
- 2) Explain any six points to bring out the importance of entrepreneurship.
 - 3) Explain any six characteristics of a small scale industry.
 - 4) Explain any six factors affecting identification of business opportunity.
 - 5) Explain any six features of business plan.
 - 6) Mention any twelve causes of industrial sickness.