



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2024

UBU 5504 – ENTREPRENEURSHIP DEVELOPMENT



Date: 18-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Define

- a) Intrapreneur
- b) Innovation
- c) Business Plan
- d) Venture capital
- e) Entrepreneurship Development Programme

2. Fill in the blanks

- a) An individual who starts, creates and manages a new business can be called as _____
- b) Positive external trends or changes that provide unique and distinct possibilities for innovating and creating value are called _____
- c) Entrepreneurship Development Institute of India (EDII) was established in the year _____
- d) An individual who has prior business ownership experience is called as _____ entrepreneur
- e) The word 'Entrepreneur' is derived from a _____ word that means 'To Undertake'

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. MCQ

- a) The process of Entrepreneurship is divided into two parts & they are
 - i. Idea Generation and Feasibility study
 - ii. Innovation generation and Distribution Channel
 - iii. Creativity and Development
 - iv. Profit and Economic Development.
- b) Which of these is not a challenge for the entrepreneur?
 - i. Managing the cash flow of their business
 - ii. Recruiting new employees
 - iii. Choosing the product or service to sell in the market
 - iv. Formulating rules and regulations relating to conducting entrepreneurship in their country
- c) The process of creating something new is called:
 - i. Creative flexibility
 - ii. Management
 - iii. Business
 - iv. Innovation
- d) Entrepreneurship Development Program is helpful for:
 - i. First-generation entrepreneurs
 - ii. Future generation entrepreneurs
 - iii. Existing Entrepreneurs

	iv. None of the above
e)	Which of the following is the type of entrepreneurship based on the risk? i. Drone ii. Manufacturing iii. Technical iv. Macro
4.	True or False
a)	Many people view entrepreneurship as a less attractive career path.
b)	People kick-start their own business to pursue financial reward but this motivation is normally secondary.
c)	The success of an entrepreneur depends heavily on the tendency to wait and see existing opportunities.
d)	Investors are looking for entrepreneurs who are committed to their business ideas.
e)	According to Adam Smith, an entrepreneur is a person who acts as an agent in transforming demand into supply.
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Identify the characteristics of successful entrepreneurs.
6.	Illustrate any two sociological theories of entrepreneurship.
7.	Whether entrepreneurs are born or made? Give your opinion.
8.	List out the loans available for starting industrial venture in India.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Analyse the following theories a. Schumpeter's Theory of Innovation and b. Harvard School Theory.
10.	Classify the various methods of generating ideas. Describe each one briefly which is most popular in India?
11.	Discover the problems faced in new ventures in India.
12.	List out the measures taken by Government of India for developing rural entrepreneurship in the country.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Explain the types of Entrepreneurs? Which one do you think most suitable for India?
14.	Discuss Government of India policy measures to promote Women entrepreneurship in India.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Discuss the support provided by National Small Industries Corporation Ltd (NSIC) and Small Industries Development Organization (SIDO) to small scale industries in the country.
16.	Explain the objectives of Entrepreneurial Development Programmes (EDPs)? Enumerate the achievements of EDPs in India.

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$