

Total No. of Questions : 10] [Total No. of Printed Pages : 3

**Paper Code : 21227**

**F-227**

**B.B.A. (Fifth Semester) Examination, 2018  
(New Course)**

Paper-No. BBA-N-502

**ENTREPRENEURSHIP AND SMALL BUSINESS  
MANAGEMENT**

Time : 3 Hours ] [ Maximum Marks : 70

*Note* :- Attempt *five* questions in all. All questions carry equal marks. At least *one* question must be attempted from each Unit.

**Unit-I**

1. (a) What are the essentials of Entrepreneurship ?
- (b) Discuss the problems faced by Entrepreneurship in the establishment of new business.

*Or*

2. Explain the importance of Entrepreneurs in the development of Indian Economy.

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( 1 )

Turn Over

**Unit-II**

3. Discuss the problems of Entrepreneurial Development Programmes.

*Or*

4. Explain the significance of environment infrastructural network in the Entrepreneurial Development.

**Unit-III**

5. (a) How new business ideas can be generated ?
- (b) How transformation of business ideas into reality projects is possible ? Explain the steps involved.

*Or*

6. What consideration should be taken into account while preparing for the plant layout ?

**Unit-IV**

7. Explain different sources of finance for a new project.

*Or*

8. Discuss different channels of marketing available to a new business enterprise.

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( 2 )

**Unit-V**

9. (a) Explain the merits of co-operative organisation. 3  
(b) What is the importance of partnership in the business ?

*Or*

10. Explain the steps involved in the establishment of a small enterprise.

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