

Paper Code : 21227

F-227

B.B.A. (Fifth Semester) Examination, 2022-23

(New Course)

Paper No. : BBA-N-502

ENTREPRENEURSHIP AND

SMALL BUSINESS MANAGEMENT

Time : Three Hours] [Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. Define entrepreneurship. What are the traits of a successful entrepreneur? Discuss.
2. Discuss in detail the problems faced by entrepreneurs in India?
3. What is a project? How are individual projects evaluated to select the one to be implemented?

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P.T.O.

4. "Transformation of business idea into reality projects undergoes several planning and hurdles." Do you agree? Discuss in detail.
5. Discuss the various marketing channels adopted by small business units.
6. Define plant layout. Explain in detail the factors affecting plant layout.
7. Why is the Joint stock company the most preferable form of business organisation?
8. How is Limited Liability Partnership (LLP) different from ordinary partnership?
9. Define market segmentation. What are the benefits of market segmentation?
10. Write short notes on:
 - (a) Sole-proprietorship
 - (b) Organizational location

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