

6/H-65 (xvi) (Syllabus-2015)

2 0 2 3

(May/June)

BUSINESS ADMINISTRATION

(Honours)

(Entrepreneurship and Project Analysis)

(BBAH-601)

Marks : 50

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

(Marks : 10)

UNIT—I

1. Who is an entrepreneur? 2

Or

List any three traits of a 'successful entrepreneur'.

(2)

UNIT—II

2. What is a small industrial unit? 2

Or

Define the term 'sick industry'.

UNIT—III

3. Define 'creativity'. 2

Or

What is an industrial estate?

UNIT—IV

4. Name two sources of business ideas. 2

Or

State the importance of licensing and registration in the startup process.

UNIT—V

5. What is a business plan? 2

Or

Name the sections of a business plan.

(3)

SECTION—B

(Marks : 40)

UNIT—I

6. "An entrepreneur should fulfil social responsibilities together with profiteering." Explain. 10

Or

Discuss the role of entrepreneurship in the economic and social development of a country such as that of India.

UNIT—II

7. "Small enterprises do contribute in economic development, but there are many difficulties in their path." Comment on the statement in the context of a progressive business environment. 10

Or

Discuss the causes of industrial sickness in India. What are the measures available to remedy industrial sickness? 5+5=10

UNIT—III

8. What are the various methods of generating business ideas? Detail each of them individually. 10

Or

Discuss the importance of location when starting a business.

UNIT—IV

9. Elucidate the various aspects and components of a business plan. 10

Or

What is business plan feasibility study?
Briefly discuss the importance of feasibility study. 2+8=10.

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