

**2 0 2 1**

( July )

**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.** Define the term 'entrepreneurship'. 2

*Or*

What is an entrepreneurship development programme?

**UNIT—II**

- 2.** What is an 'ancillary industry'? 2

*Or*

Define a sick industry.

**UNIT—III**

- 3.** Explain the difference between radical and incremental innovation. 2

*Or*

Define an 'industrial estate'.

**UNIT—IV**

- 4.** List the main reasons why new ventures fail. 2

*Or*

Why is 'location' important while setting up a new enterprise?

**UNIT—V**

- 5.** What is a business plan? 2

*Or*

Why is the financial information important to an entrepreneur?

( 3 )

SECTION—B

( Marks : 40 )

UNIT—I

6. Describe the characteristics of a successful entrepreneur. 10

Or

Discuss the various sources of innovative ideas.

UNIT—II

7. Discuss the main forms of ownership patterns in a small-scale industry. 10

Or

Explain the causes of industrial sickness.

UNIT—III

8. What are the different components of creativity? Discuss each of them in detail. 4+6=10

Or

Discuss the various methods of opportunity identification. 10

( 4 )

UNIT—IV

9. Identify the benefits of a business plan—

(a) for an existing entrepreneur;

(b) for an upcoming entrepreneur. 5+5=10

Or

Explain the challenges involved in new venture development. 10

★ ★ ★