

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

2 0 2 2

(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. Define entrepreneurship.

2

Or

Define the term 'innovation'.

(2)

UNIT—II

2. What is the difference between a tiny industry and an ancillary industry? 2

Or

What is meant by small-scale industry?

UNIT—III

3. What are the sources of new ideas? 2

Or

Define creativity.

UNIT—IV

4. What do you understand by the term 'licensing'? 2

Or

What is the purpose of registration of a small enterprise?

UNIT—V

5. What is a business plan? 2

Or

State any two reasons for the importance of a business plan.

(3)

SECTION—B

(Marks : 40)

UNIT—I

6. What are the characteristics of a successful entrepreneur? Briefly highlight the social responsibility of an entrepreneur. 5+5=10

Or

Discuss the contribution of entrepreneurs toward the economic development of a country. 10

UNIT—II

7. Examine the role of small-scale industries in the development of the Indian economy. 10

Or

What are the causes of industrial sickness?

UNIT—III

8. How does one recognize a business opportunity? Elucidate on the process. 10

Or

What is an industrial estate? Discuss the different types of industrial estates. 3+7=10

UNIT—IV

9. What legal formalities are to be complied by an entrepreneur for establishing a new unit?

10

Or

Discuss the significance of a market feasibility analysis in the preparation of a business plan.

★ ★ ★