

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

2 0 1 8

(April)

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'.

UNIT—II

2. What is an 'ancillary industry'? 2

Or

What do you understand by the term
'cottage industry'?

(2)

UNIT—III

3. Define the term 'creativity'. 2

Or

What are the sources of new ideas?

UNIT—IV

4. Define the term 'business opportunity'. 2

Or

What is the purpose of registration of a small enterprise?

UNIT—V

5. What is a business plan? 2

Or

Why is it important for a firm to prepare a business plan?

SECTION—B

(Marks : 40)

UNIT—I

6. Describe the characteristics of a successful entrepreneur. 10

Or

Briefly discuss the social responsibilities of an entrepreneur.

8D/1889

(Continued)

(3)

UNIT—II

7. Discuss the causes of industrial sickness. 10

Or

What is the role and importance of SSI in the development of the Indian economy? Explain.

UNIT—III

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

Or

Discuss the various methods and sources of generating new ideas for setting up a new business. 10

UNIT—IV

9. Discuss the various political, economic, sociocultural and technological factors that affect the general environment of a firm. 10

Or

Define the steps involved in starting a new business venture.

8D—600/1889

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