

Total No. of Questions : 3]

SEAT No. :

PB-1420

[Total No. of Pages : 3

[6225]-401

S.Y. B.B.A.

**401 : ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT**

(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- i) _____ are not directly involved in innovation, but copy successful innovations of other people by using their ideas, methods, and technology
 - a) Innovative entrepreneur
 - b) Imitating entrepreneur
 - c) Fabien entrepreneur
 - d) Drone entrepreneur
- ii) When there is a low demand of the workforce in the economy, it results in _____
 - a) Classical unemployment
 - b) Frictional unemployment
 - c) Structural unemployment
 - d) Cyclical unemployment
- iii) _____ thinking is also called as critical, vertical, or linear thinking
 - a) Divergent
 - b) Convergent
 - c) Lateral
 - d) Positive
- iv) An industry whose annual turnover is between 5 crores to 75 crores is classified as a _____ industry.
 - a) Small
 - b) Medium
 - c) Micro
 - d) Large
- v) PMEGP stands for _____
 - a) Prime Minister Employment Generation Program
 - b) Prime Minister Employment Government Program
 - c) Prime Minister Employment Generation Policies
 - d) People and Minister Employment Generation Policies

P.T.O.

B) Match the Following :**[5]**

	Group (A)	Group (B)
i)	Intrapreneur	a) Opportunity search
ii)	Divergent thinking mode	b) Form of private equity financing
iii)	SIDBI	c) Senior Executive who started his own venture
iv)	Venture Capital funding	d) Reluctant to change
v)	Drone Entrepreneur	e) Soft loan and seed capital

C) Answer in one sentence.**[5]**

- i) Define a Manager
- ii) What is a Market Survey?
- iii) Give any two symptoms of industrial sickness.
- iv) List any two functions of SIDBI.
- v) What is the long form of QUEST analysis?

D) Fill in the blanks.**[5]**

- i) _____ unemployment is the one that is likely to result during a certain period of the year.
- ii) ETOP study means Environmental _____ and Opportunity Profile.
- iii) _____ is an unusual and non-stereotypical way of thinking.
- iv) A _____ is a unit which fails to generate an internal surplus on a continuous basis and depends on external funds to survive.
- v) Under SIDBI Trader Finance Scheme, the minimum loan amount is Rs. _____.

Q2) Answer the following (any 3 out of 5) :**[3 × 10 = 30]**

- a) Define an entrepreneur. State the Qualities, and the different types of Entrepreneurs.
- b) Define Unemployment. List down the causes of unemployment.
- c) What is Environmental Scanning? Elaborate the techniques of Environmental Scanning.

- d) Discuss the functions of MSME's
- e) What is meant by industrial sickness? Explain the remedial measures to overcome industrial sickness.

Q3) Write Short Notes (any 4 out of 6) :

[4 × 5 = 20]

- a) Role of Entrepreneurship in the growth and development of small business.
- b) Symptoms of Industrial Sickness
- c) Divergent Thinking
- d) Venture Capital
- e) Khadi and Village Industries Board
- f) Entrepreneurial sketch of Sabina Chopra

