

Total No. of Questions : 3]

SEAT No. :

PD1400

[Total No. of Pages : 2

[6440]-601

S.Y.B.B.A.

**401 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
(2019 Pattern) (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]

- a) _____ entrepreneurs are those who immediately copy the new inventions made by the innovative entrepreneurs.
 - i) Innovative
 - ii) Imitating
 - iii) Fabian
 - iv) Drone
- b) _____ involves buying and selling of goods.
 - i) Business
 - ii) Trade
 - iii) Commerce
 - iv) Industry
- c) _____ is the technical name for the service sector of the economy.
 - i) Primary
 - ii) Secondary
 - iii) Tertiary
 - iv) Quaternary
- d) _____ is unstructured and free form way of problem solving in which participants produce many innovative ideas to a pressing problem.
 - i) Divergent thinking
 - ii) Convergent thinking
 - iii) Lateral thinking
 - iv) Positive thinking
- e) _____ was the former chairman of Wipro Limited.
 - i) Narayan Murthy
 - ii) Upasana Taku
 - iii) Azim Premji
 - iv) Sabina Chopra

P.T.O.

- B) Match the following. [5]
- | A | B |
|--------------------------------|------------------------------|
| a) Card sort | i) Mydaala.com |
| b) Depth Interviewing | ii) Reluctant to change |
| c) Drone Entrepreneur | iii) Source of Finance |
| d) Mortgage of personal assets | iv) Convergent thinking tool |
| e) Anisha Singh | v) Market Survey |
- C) Answer in one sentence. [5]
- Who is the founder of HCL?
 - Who is an angel investor?
 - What is a sick unit?
 - Define Intrapreneur.
 - What is Cyclical unemployment?
- D) Fill in the blanks. [5]
- The 'P' in PEST analysis refers to _____
 - Entrepreneurship is a _____ process.
 - _____ is the founder at Zaakpay.
 - _____ helps the entrepreneurs to understand the market information unknown to them.
 - _____ funding invests in young and early stage growth companies.
- Q2) Long Answer (Attempt any 3) [3×10=30]**
- Explain the term 'Entrepreneur' & also explain the qualities and functions of entrepreneurs.
 - Explain tools of divergent thinking mode.
 - Explain industrial sickness and measures to overcome industrial sickness.
 - Discuss the entrepreneurial Biography of Ratan Tata.
 - Explain the functions of KVIC.
- Q3) Write Short notes on (Attempt any 4) [4×5=20]**
- Objectives of MSME
 - SWOT analysis
 - Non-institutional sources of finance
 - Angel Funding
 - Entrepreneurial sketch of Anisha Singh
 - Differentiate between entrepreneur and manager.

