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SEAT No. :

P-1864

[Total No. of Pages : 3

[6033]-401

S.Y. B.B.A.

**401: ENTREPRENEURSHIP & SMALL BUSINESS
MANAGEMENT**

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

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 invent the new ideas, new products, new production.
 - i) Innovative
 - ii) Imitating
 - iii) Fabian
 - iv) Drone
- b) _____ involves buying & selling of goods.
 - i) Business
 - ii) Trade
 - iii) Commerce
 - iv) Industry
- c) _____ type of thinking is also called as critical, vertical or linear thinking.
 - i) Divergent thinking
 - ii) Convergent thinking
 - iii) Lateral thinking
 - iv) Positive thinking
- d) The head office of KVIB is situated at _____.
 - i) Mumbai
 - ii) New Delhi
 - iii) Surat
 - iv) Kolkata

P.T.O.

- e) _____ is known as Czar of Indian IT Industry.
- i) Narayan Murthy
 - ii) Dr. Shiv Nadar
 - iii) Azum Premji
 - iv) Sabina Chop

B) Match the following :

[5]

- | | |
|----------------------|---------------------------------------|
| a) Six thinking Hats | i) Essence of Entrepreneurship |
| b) Risk Bearing | ii) Turnover does not exceed 5 crores |
| c) Micro Enterprises | iii) Divergent thinking tool |
| d) Saiema Chopra | iv) Mydala.com |
| e) Anisha Singh | v) Yatra.com |

C) Answer in one sentence :

[5]

- a) What is full form of MSME?
- b) Define Silk Industry.
- c) What is full form of PEST?
- d) What is Entrepreneurship?
- e) Who is the founder of HCL?

D) Fill in the blanks :

[5]

- a) _____ represents a cluster of similar business.
- b) _____ analysis is a very useful Environment Scanning Technique.
- c) _____ are individuals who seek to invest at the early stages of start-ups.
- d) _____ loan is a short term source of finance.
- e) MSMED Act was enacted in the year _____.

Q2) Solve any 3 out of 5 :

[3 × 10 = 30]

- a) Define the term 'Entrepreneur' & also explain the qualities of an entrepreneur.

- b) Explain Tools of convergent thinking.
- c) Explain the functions & challenges of MSME's.
- d) Explain the term 'Market Survey' along with the methods of 'Market Survey'.
- e) Discuss the entrepreneurial Biography of Azim Premji.

Q3) Solve any 4 out of 6 short notes :

[4 × 5 = 20]

- a) Types of unemployment in India.
- b) Symptoms of Industrial sickness.
- c) SWOT Analysis.
- d) Entrepreneurial sketch of Ratan Tata.
- e) KVIB.
- f) RUGMY.

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