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SEAT No. :

P5961

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[6143]-401

S.Y.B.B.A.

**401 : ENTREPRENEURSHIP & 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]

- a) The term 'entrepreneur' is derived from the _____ word 'entrependre'
- i) German
 - ii) French
 - iii) Latin
 - iv) Greek
- b) _____ unemployment is where we find too many people working when so many are not required.
- i) Disguised
 - ii) Cyclic
 - iii) Voluntary
 - iv) Seasonal
- c) _____ is unusual & non stereotypical way of thinking.
- i) Divergent thinking
 - ii) Convergent thinking
 - iii) Lateral thinking
 - iv) Postive thinking
- d) The head office of KVIB is situated at _____
- i) Delhi
 - ii) Mumbai
 - iii) Surat
 - iv) Kolkata
- e) _____ is the co-founder of Yatra.com
- i) Ratan Tata
 - ii) Anisha singh
 - iii) Azine Premji
 - iv) Sabina Chopra

P.T.O.

B) Match the following. [5]

Group A

- a) Dr. Shiv Nadar
- b) Venture Capital Funding
- c) Micro Enterprises
- d) Metaphor
- e) Drone entrepreneur

Group B

- i) Divergent thinking
- ii) Turnover less than 15 crore
- iii) Reluctant to change
- iv) Private Equity Financing
- v) HCL

C) Answer in one sentence. [5]

- a) State any 2 causes of unemployment in India.
- b) Define Entrepreneurship.
- c) State 4 techniques of Market Survey.
- d) Long form of KVIC.
- e) Who is the founder of 'Mydaala. com.'

D) Fill in the Blanks. [5]

- a) _____ Unemployment is normally found in agriculture.
- b) _____ helps entrepreneur in understanding market information unknown to them.
- c) MSMES Act was enacted in the yr _____.
- d) _____ funding invests in young, early-stage, aggressive growth company.
- e) _____ is the co-founder of Mobikwik.

Q2) Solve any 3 out of 5. [3×10=30]

- a) Explain 'Entrepreneur' term & also explain Qualities of an entrepreneur.
- b) Explain Tools of Convergent thinking.
- c) Explain Objectives of MSME along with challenges faced by MSME.
- d) Discuss the entrepreneurial Biography of Upasana Taku.
- e) Explain the term Market Survey & also explain methods of market survey.

Q3) Short Notes - Solve any 4 out of 6. [4×5=20]

- a) Explain the term Intrapreneur.
- b) RUGMY.
- c) Azim Premji's entrepreneurial sketch.
- d) SWOT Analysis.
- e) PMEGP.
- f) Angel Funding.

