

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2017 - 18 Examination**

**Semester: 2**  
**Subject Code: 06101182**  
**Subject Name: Entrepreneurship Development**

**Date: 29/05/2018**  
**Time: 10:30AM TO 01:00PM**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Having more than 50% ownership position that provides the entrepreneur with managerial control is called:

- |                      |                                |
|----------------------|--------------------------------|
| a) Joint venture     | c) Diversified activity merger |
| b) Majority Interest | d) Horizontal merger           |

2. In which of the following situation the company is considered to be on breakeven point?

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| a) No profit no loss                | c) Profits are higher than expenses |
| b) Expenses are higher than profits | d) None of the given options        |

3. Which one of the following is NOT an internal factor?

- |                        |                  |
|------------------------|------------------|
| a) New technology      | c) Manufacturing |
| b) Government policies | d) Personnel     |

4. Selling goods to another country through a person in the entrepreneur's home country is known as:

- |                  |                    |
|------------------|--------------------|
| a) Trading       | c) Indirect export |
| b) Direct export | d) Domestic sales  |

5. Which one of the following is a business arrangement in which someone else is allowed to use something of the company?

- |              |              |
|--------------|--------------|
| a) Patent    | c) Copyright |
| b) Trademark | d) Licensing |

**B). Define the following. (Each of 1 mark) (05)**

1. Intrapreneur
2. Environmental Analysis
3. Social Entrepreneurship
4. MSME
5. Business plan

**C). Direct questions. (Each of 1 mark) (05)**

1. What is rural entrepreneurship?
2. What is ARTI?
3. What is international entrepreneurship?
4. What do you mean by horizontal merger?
5. What is NSIC?

**Q.2 Answer the following questions.**

**A).** Briefly explain the functions of an entrepreneur. (07)

**B).** Who is an entrepreneur and what is the significance of entrepreneurship in economic development in India? (08)

**Q.3 Answer the following questions.**

**A).** Explain the importance of international entrepreneurship to a firm. (07)

**B).** Explain the business planning process. (08)

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

**(15)**

1. What is your opinion about women entrepreneurship in India? Briefly narrate a story of any women entrepreneur you know.
2. Slurppy is a new mixed fruit juice introduced by Amit Beverages Ltd. The mixed fruit juice has been fortified using various vitamins and minerals. The company designed a unique package for the product which made it very attractive. Their sales figures were an indication of their success. In order to capture huge market share, they decided to give exclusive rights to retailers to manufacture and sell the product to the public. Identify and explain this concept. State two factors which help start – ups and also state the advantages to Amit Beverages Ltd. in doing so.
3. One of the keys to business success is to anticipate what the market will want or need. Since it is not possible for an entrepreneur to see into the future, there is one best way. The best way will help the entrepreneur to understand the market and produce goods or services accordingly.
  - (a) Identify the concept stated in the above lines
  - (b) Explain any three ways in which an entrepreneur can perform the activities related to concept identified
4. Sony is failing to understand the changing trends in mobile phones and therefore losing its market share. In light of above statement, explain why it is important for Sony to regularly scan environment?