

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Mid-Semester 2017 - 18 Examination

Semester: 2nd
 Subject Code: 06101182
 Subject Name: Fundamentals of Entrepreneurship Development

Date: (03/04/2018)
 Time: (1hr:30min)
 Total Marks: 30

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. An entrepreneur is:	
a) Risk-bearer	c) Innovator
b) Organizer	d) All of the above
2. The employee who is entrusted with the responsibility to make innovation in the organization is called:	
a) Innovator	c) Intrapreneur
b) Corporate Entrepreneur	d) None of the above
3. Industries requiring huge investments are called	
a) Labour Intensive industries	c) Capital Intensive Industries
b) Basic Industries	d) Ancillary Industries
4. Which is the last step of business planning process?	
a) Feasibility analysis	c) Project report preparation
b) Evaluation, review & control	d) Environment scanning
5. Which factor assesses the population pattern of a geographic area?	
a) Socio-cultural factor	c) Economic factor
b) Demographic factor	d) Government factor
B). Do as directed. (Each of 1 mark)	(04)
1. Who is a corporate entrepreneur?	
2. Innovation and invention are two sides of the same coin. (True or false)	
3. What is EIC analysis in business planning process?	
4. _____ industries which artisans set up in their own houses, work with wood, cane, brass, stone, etc. (Fill in the blank)	
Q.2. Attempt any 2 questions. (Each of 4 marks)	(08)
1. Explain the functions of an Entrepreneur.	
2. What is the significance of an entrepreneur in an economy like India? Elaborate.	
3. Describe the types of entrepreneurs. Which one do you think is the most suitable for India?	
Q.3. Answer the following questions. (Each of 5 marks)	(08)
1. What is a business plan? Briefly explain the steps of business planning process.	
2. List down any eight objectives of a business plan.	
Q.4. Answer the question given below.	(05)
An entrepreneur has decided to open a retail outlet to sell fast food items like pizza, noodles etc. in the rural areas. Do you think his decision is correct? What do you think should be his business plan? Which environmental factors he should study for his start up? Give your suggestions.	

ALL THE BEST
