

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : JUNE - 2022**  
**SEMESTER - VI**

**Sub. : Entrepreneurship Development (BBA15-612)**

**Date : 13/06/2022**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. ----- industries are backbone of Indian economy.
 

a) Small Scale	b) Medium Scale
c) Large Scale	d) Multinational
2. Before starting any industry, it is very essential to judge the ----- and profitability of the proposed project.
 

a) Feasibility	b) Creativity
c) Simplicity	d) None
3. CII stands for -----
 

a) Confederation of Internal Industry	b) Confederation of International Industry
c) Confederation of Indian Industry	d) Confederation of Internal Industry
4. -----play a vital role in meeting the working capital needs of cottage and tiny industries.
 

a) RBI	b) The Primary Co-operative Banks (PCBs)
c) Multinational Banks	d) Private Sector banks
5. In size of Business, size refers to the -----
 

a) Location of operations	b) Scale of operations
c) Period of operations	d) Success of operations

**Q. 2. State True / False (05)**

1. Small Scale Industries provide immediate large-scale employment and have a comparatively higher labour-capital ratio.
 

a) True	b) False
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2. Promotional media selection is the first major step in the setting up of business enterprises
 

a) True	b) False
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3. For an entrepreneur there is no risk involved in buying an existing business.
 

a) True	b) False
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4. One of the main problems faced by small scale units is in the field of marketing.
 

a) True	b) False
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5. Buying a franchise is a way to reduce risk and receive support from a large network.
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three) (15)**

1. Social Entrepreneur
2. Millennial Entrepreneur
3. Challenges faced by Women Entrepreneurs
4. Difference between Entrepreneur and Manager
5. Personal Barriers to Entrepreneurs

**Q. 4. Answer in detail (Any Two) (20)**

1. Write about 4 entrepreneurs whom you would like to follow and why.
2. Explain the characteristics of a successful entrepreneur.
3. Discuss the various factors influencing the mobility of entrepreneurs.

**Q. 5. Case study (Any One) (15)**

1. Innovation is crucial for a thriving economy and especially in today's increasingly competitive world. In India, entrepreneurship is accelerating innovation in areas like Education, IT, Health Care etc and generating solutions to many such problem areas. India has witnessed several innovative ideas and businesses driven by start-ups thus leading to entrepreneurship emerging as a valuable input to the economic growth of the country.

Economic development of a country is supported by entrepreneurship in several ways. It is a key contributor to innovativeness and product improvement and a pivotal ingredient to employment creation. Another important aspect to be considered is that in the context of the Indian market, entrepreneurship led economic growth is more inclusive and hence Governments, both at Centre and State level, have been taking initiatives to boost the entrepreneurial ecosystem as they realize the benefits entrepreneurship brings to the economic growth of the country.

**Questions:**

- i) In today's highly competitive business world , what is the most crucial aspect for the business organization to succeed?
  - ii) What do you mean by Start up unit ?
  - iii) Why Government is promoting Entrepreneurship in India ?
2. A true business format franchise occurs when the owner of a business (the franchisor) grants a license to another person or business (the franchisee) to use its business idea - often in a specific geographical area.

The franchisee sells the franchisor's product or services, trades under the franchisor's trade mark or trade name and benefits from the franchisor's help and support.

In return, the franchisee usually pays an initial fee to the franchisor and then a percentage royalty on sales. The franchisee owns the outlet it runs. But the franchisor keeps control over how products are marketed and sold and how their business idea is used.

Many well-known businesses offer franchises of this kind, including famous brands in sectors such as fast food, pet food deliveries, automotive repairs etc.

**Questions:**

- i) What is the key advantage of becoming a franchise ?
- ii) What benefit the franchisor is receiving ?
- iii) State any two examples of Franchise business model operating in India .

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