TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024 SEMESTER - VI

Sub.: Entrepreneurship Development Specialization - I (BBA15-612)

Date: 15/05/2024 Total Marks: 60 Time: 10.00 am to 12.30				
Date: 15/05/2024 Total Warks: 0			60 Time: 10.00 am 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.	Which of the following entrepreneurship is bas		
			b) Partnership business	
			d) Tertiary Industry	
	2.	Which of the following type of business owner	rship give an entrepreneur the freedom to	
		be creative and innovative and own decisions?		
		a) Start a business from scratch	b) Buy a franchise	
		c) Buy a established business	d) Build a network sales business	
	Which of the following in NOT a common source fo funding for startups?		rce fo funding for startups?	
		a) Venture capital	b) Angel investors	
		c) Crowd funding	d) Bank loans	
	4.			
		a) Large Scale Industries	b) Small Scale Industries	
		•	d) None of the above	
	5.	An apex organization for small scale industry,	NSIC is located in Delhi and offers some	
	٥.	training programs.		
			b) IIE	
		c) SISI	d) SIDBI	
Q. 2.		State True / False	(05)	
	1. Entrepreneurship is the dynamic process of creating incremental wealth.		eating incremental wealth.	
		a) True	b) False	
	2	Permanent Registration of SSI is granted at the	District Industries Centre's level the same	
	2.	day on receipt of application.		
		a) True	b) False	
	3. Manager's approach to every problem is always formal.		ys formal.	
		a) True	b) False	
	4. Government grants are rare and only available for limited, specific enterprises.		for limited, specific enterprises.	
		a) True	b) False	
		The Indian Institute of Entrepreneurship (IIE)	was established in 1993 by the Ministry of	
	5. Industry, Government of India with its headquarters at Guwahati to undertake training,			
		research and consultancy activities in the field	of small industry and entrepreneurship.	
		a) True	b) False	
Q. 3.		Write Short notes on (Any Three)	(15)	
	1.	Classification of Business	(13)	
	1. 2.	Need for Entrepreneurship		
		Entrepreneur vs. Intrapreneur		
	3.	Emrepreneur vs. mirapreneur		

- 4. Indian Institute of Entrepreneurship (IIE)
- 5. Objectives of SSI

Q. 4. Answer in detail (Any Two)

(20)

- 1. Define the term 'Entrepreneur' and explain the various characteristics of successful entrepreneurs.
- 2. What are the characteristics of business? Explain the various risks the business is exposed to.
- 3. Enumerate the characteristics of successful entrepreneur.
- 4. Explain the role of Small Scale Industries Development of India (SIDBI) with respect of SSI sector.

Q. 5. Case study: (15)

Case Study: The Success Story of Jane Johnson Introduction:

Jane Johnson is a remarkable entrepreneur who has achieved great success in the tech industry. She founded a software development company called TechSolutions and has managed to transform it into a global leader in just a few years. Let's delve into Jane's journey and explore the key factors that contributed to her success.

Jane Johnson's success story as an entrepreneur is truly remarkable. With a clear vision, unwavering determination, and a strong work ethic, she transformed her software development company, TechSolutions, into a global leader in the tech industry. Jane's key characteristics include visionary leadership, perseverance, adaptability, risk-taking, and a strong work ethic. These qualities enabled her to navigate challenges and setbacks while remaining focused on her goals.

To scale her company and achieve global success, Jane employed several strategies. She built a talented team of professionals who shared her vision and values, fostering a collaborative work environment. Jane prioritized a customer-centric approach, actively seeking feedback and developing products that directly addressed customer needs. Strategic partnerships with complementary businesses and industry leaders allowed her to leverage resources and expand into new markets efficiently. Continuous innovation was a core focus, with investments in research and development and the introduction of new features and products. Strong branding and marketing initiatives helped establish TechSolutions as a market leader, creating awareness and building a loyal customer base. Jane Johnson's journey exemplifies the power of perseverance, innovation, and strategic decision-making. Her success serves as an inspiration for aspiring entrepreneurs, showcasing the possibilities that can be achieved through hard work, resilience, and a visionary mindset.

Ouestions:

- **1:** What were the key characteristics and qualities that enabled Jane Johnson to become a successful entrepreneur?
- 2: What strategies did Jane Johnson employ to scale her company and achieve global success?
- **3:** Question: How did Jane Johnson foster a culture of innovation within TechSolutions?

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