

V Semester B.B.M. Examination, November/December 2015

(Semester Scheme)

(F+R) (2014-15 and Onwards)

BUSINESS MANAGEMENT

5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in **English** only.

SECTION – A

Answer **any eight** sub-questions from the following. **Each** sub-question carries **two** marks.

(8×2=16)

1. a) Define entrepreneurship.
- b) State any two phases of EDP.
- c) What is business opportunity ?
- d) Expand IRCI and BIFR.
- e) Mention any two activities of AWAKE.
- f) State any three demerits of SSI.
- g) What is an industrial estate ?
- h) What is a sick industry ?
- i) What do you mean by cost benefit analysis ?
- j) Give the meaning of Ancillary Industry.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

2. Distinguish between Entrepreneur and Manager.
3. Briefly explain the advantages of small scale industry.
4. What are the objectives in identification of business opportunities ?
5. Briefly explain the major components of a business plan.

P.T.O.



SECTION - C

Answer Q. No. 10 and **any three** of the remaining. **Each** question carries **15** marks.

(15×4=60)

6. Discuss the various government policies and measures towards promotion of Entrepreneurship.
7. Discuss the various steps involved in setting up a small scale industry.
8. What are the pitfalls in business planning ? Explain how the pitfalls to be avoided in business planning.
9. Explain briefly problems faced by women entrepreneurs.
10. Explain the various causes for industrial sickness.