

**Bachelor of Business Administration
Annual Examinations – 2006**

**Paper BBAD - 404
Entrepreneurship and Small Business Management**

Time allowed: Three hours

Maximum Marks: 100

Attempt all Section A, B and C as instructed.

SECTION – I

Marks

Q1. Attempt all questions.

a) Define the following:

2X5=10

- i) Entrepreneur
- ii) Small – Scale Industry
- iii) Innovation
- iv) Process Design
- v) Integrated Marketing

b) Fill in the blanks

- i) _____ involves initiating and constituting change in the structure of business and society.
- ii) On February 17, 1999 the government announced its decision to lower the investment ceiling in small industry to Rs _____.
- iii) Three problem solving technique are i) _____ ii) _____ iii) _____.
- iv) _____ indicates that the volume of sales needed to cover total variable and fixed expenses.
- v) SIDO stands for _____.
- vi) _____ is the first financial support institution to introduce hire – purchase scheme for plant & machinery.
- vii) The function of Directorate of Industries of State govt. is _____.
- viii) WTO is _____.

SECTION – II

Q2. Attempt any six questions.

5X6=30

- a) Define entrepreneurship and state few names of 20th century entrepreneurs.
- b) Discuss the definition of small scale industries and its size in India.
- c) What motivates an entrepreneur?
- d) Define new product development in context of establishing an Idea.
- e) Write any five names of financial institutes which help small industries.

- f) What are the incentives for Small Scale Industries development?
- g) Explain the functions of directorate of industries in short.
- h) Give the definitions of quality.

SECTION – III

Q3. Attempt any five questions in 500 words each

5X10=50

- a) Discuss the role of entrepreneurship in Economic Development of India.
- b) Discuss the role and performance of cottage and small scale industries in Indian Economy.
- c) What factors present in our society could account for the difference between male and female entrepreneurs today?
- d) What is the purpose of the financial plan to the potential investor? What kinds of financial information will be needed? Why?
- e) What is break – even? What assumptions are made in break – even analysis? What is the effect of an increase in selling price on break – even?
- f) Discuss the global sceneries and scope of small – scale industries.
- g) What are the major initiatives taken at state level to promote small scale industries?
- h) “Quality – A business strategy”, justify.