



PBC-010-001305

Seat No. _____

B. B. A. (Sem. III) (CBCS) Examination

November / December - 2018

**305 : Entrepreneurship Development
(Old Course)**

Faculty Code : 010

Subject Code : 001305

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instruction : Each question contains equal marks.

1 What is Entrepreneurship ? Examine characteristics of Entrepreneurs. 14

OR

1 Describe concept and importance of Time Management and Talent Management. 14

2 What is product diversification ? Explain the types of product diversification. 14

OR

2 Define Marketing and demonstrate process of Marketing. 14

3 Define capitalization and suggest the difference between under capitalization & over capitalization. 14

OR

3 Write a detailed note on BEP analysis. 14

4 State importance of Cost Management and elucidate the different types of costs relevant in the business. 14

OR

4 Write a detailed note on Cost reduction and Cost control methods. 14

5 Briefly discuss the Indian EDP model. What is role of Government in organizing EDP ? 14

OR

5 Critically analyse the role of development banks and nationalized public sector banks in providing funding support to entrepreneurs. 14