



**PBC-161100010304** Seat No. \_\_\_\_\_

**B. B. A. (Sem. III) (CBCS) (W.E.F.) Examination**  
**November / December – 2018**  
**Entrepreneurship Development**  
*(New Course)*

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

[Total Marks : 70

**Instructions :**

- (1) Attempt all questions on the basis of internal options.
- (2) All questions carry equal marks.

1 Explain the concept of Entrepreneurship with reference to John Kao's model. Also discuss the steps in strategic planning. 14

**OR**

1 What is franchising ? Explain the advantages and disadvantages of franchising. 14

2 Explain the concept of creativity. How organisations can bring innovation and positive creativity ? Discuss. 14

**OR**

2 Explain the concept of social entrepreneurs. Discuss their functions and role in creating better society. 14

3 Discuss various kinds of family business firm and also discuss the major challenges family business faces in India. 14

**OR**

3 Write notes on the following : 14

- (1) Conflict resolution in family firm.
- (2) Leadership in family business.

4 "Financing and arrangement of funds is the most important aspect in business". Discuss the statement describing sources of financing. 14

**OR**

4 Discuss in detail the role of Govt. and development bankers in providing funds to entrepreneur. 14

5 What is EDP ? Discuss its objectives, phases and role in Indian organisation. 14

**OR**

5 What is Start-up India policy ? Explain the scope, features and objectives of Start-up India policy. 14

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