



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

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

**November – 2019**

**Entrepreneurship Development**

*(New Course)*

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

[Total Marks : 70

**Instructions :**

- (1) There are five questions each of 14 marks.
- (2) Figures to the right side indicate marks of the questions.

- 1 (a) Explain Idea generation and Identifying Opportunities and evaluation with reference to John Kao's Model of Entrepreneurship. 7
- (b) What is Strategic Planning? Explain steps in Strategic Planning. 7

**OR**

- 1 Define Franchising? Explain its characteristics along with types of franchising agreement and franchising evaluation checklist. 14
- 2 What is creativity? Discuss organizational action that enhances creativity. Also discuss how organizations manage itself for innovation and positive creativity. 14

**OR**

- 2 Explain concept and characteristics of social entrepreneurship. Discuss role of social entrepreneurship in socio-economic development of the country. 14

- 3 (a) Discuss concept and various kinds of family business firms. 7
- (b) Describe culture and evolution of family firm along with management of family business. 7

**OR**

- 3 Discuss :
- (a) Conflict and conflict resolution in family business firms. 7
- (b) Women issues in family business firms. 7
- 4 (a) Describe loan syndication and consortium finance as a Modern source of Finance. 7
- (b) Briefly explain the role of the commercial banks in providing finance to business. 7

**OR**

- 4 Explain various types of financial support provided by the government and development bankers to entrepreneurs. 14
- 5 Explain the concept of Entrepreneurship Development Program (EDP). Critically discuss role, relevance and achievements of EDP in India. 14

**OR**

- 5 Describe the Role of Specialized Institutions and District Industrial Centre (DICs) in the Entrepreneurship Development. 14