



BBC-010-001305

Seat No. _____

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

June / July – 2021

Entrepreneurship Development - 305

(Old Course)

Faculty Code : 010

Subject Code : 001305

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

[Total Marks : 70

1 Define Entrepreneurship and briefly explain the characteristics of entrepreneurship management. 14

OR

1 Define entrepreneur and discuss functions of an entrepreneur. 14

2 Write Short Notes : 14

(a) CRM

(b) Product Planning & Development

OR

2 What is Sales forecasting? Discuss methods of sales forecasting. 14

3 Explain briefly various sources of raising funds for small scale industries. 14

OR

3 What is working capital? Explain operating cycle approach to working capital. 14

4 Define Project cost and Product cost. Distinguish between them. 14

OR

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[Contd....

4 Explain the concept of Cost Reduction and Cost Control. 14
Briefly explain the methods of cost control and cost reduction.

5 Discuss the concept of EDP. Also explain the objectives, 14
role and relevance of EDP.

OR

5 Explain the financial support provided by 14
Government and Development Banks.
