



DAF-19BBA401

Seat No. _____

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

April - 2022

Entrepreneurship Development & Ethics

(New Course)

Time : **2:30** Hours]

[Total Marks : **70**

Instructions : (1) Figures to the right side indicate marks of the question.
(2) There are four questions.

1 Explain Idea generation and identifying opportunities and evaluation with reference to Jhon Kao's model of entrepreneurship. **20**

OR

1 What is Franchising ? Explain the advantages and disadvantages of franchising. **20**

2 What is EDP ? Discuss its objectives, phases and role in India organisation. **20**

OR

2 Discuss in detail the role of Govt. and development bankers to providing funds to entrepreneur. **20**

3 What is Start-up India Policy ? Explain the scope, features and objectives of Start-up India Policy. **15**

OR

3 Write a detailed note on women entrepreneurship in Indian context. **15**

4 Discuss the concept of ethics ? What is business ethics ? Discuss the nature of ethics. **15**

OR

4 Discuss the concept of ethics ? Discuss why ethical problems occur in business organisation. **15**