



Seat No. \_\_\_\_\_

**HH-19BBA401**

**B. B. A. (Sem.-IV) Examination**

**April - 2023**

**Entrepreneurship Development Ethics**

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

- 1 Discuss the concept and evolution of Entrepreneurship. **10+10**  
Also discuss John Kao's Model of Entrepreneurship.

**OR**

What is Franchising ? Discuss its features and various types of franchising. **20**

- 2 What is EDP ? Explain its objectives and fundamental facts. **20**

**OR**

What is EDP ? Discuss its phases in detail. **20**

- 3 Write a detailed note on Start Up India Policy. **15**

**OR**

Explain the concept, need and progress of Women Entrepreneurship in India. **15**

- 4 Discuss the concept of Utilitarianism: Weighing Social Costs and Benefits. **15**

**OR**

What is Ethics ? What is Business Ethics ? Discuss various moral issues happening in business. **15**