

B. B. A. Examination

Semester III

October - 2015

DEVELOPMENT OF NEW ENTERPRISES-1 (C. No. 3723)

Marks: 70

Time: 2.30 Hours

1. Discuss the concept of Entrepreneurship. Which characteristics do make an entrepreneur successful? (14)

OR

1. Discuss the need and importance of Entrepreneurship in the economy.
2. Why Environmental analysis is important for an entrepreneur? Discuss how Economic, Social, Legal and Technical environment affects entrepreneurship. (14)

OR

2. Write short notes on
- a) Entrepreneurial Competence
 - b) Entrepreneurial Environment

3. Define Innovation. Discuss its significance for entrepreneurship. (14)

OR

3. Discuss McClelland's Achievement Motivation Theory. How does it help in understanding entrepreneurial motivation?
4. Define Small Scale Industries. Discuss how Small Scale Industries are important for economic and social development of an economy. (14)

OR

4. Write a detailed note on Small Scale industries and Entrepreneurship.
5. Explain in detail various financial support provided by the Developmental Banks and Commercial Banks for development of Small Scale Industries. (14)

OR

5. Discuss the role of government in development of Small Scale Industries. What are the various Incentive plans developed by the Government for the same?
