



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA LL.B.-2021/BBA LL.B.-2022

Course Name – Entrepreneurship and Small Business Management

Course Code - BBALLB502

(Semester V)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Describe the primary characteristic of entrepreneurship.
 - a) Working for a large corporation
 - b) Taking calculated risks
 - c) Avoiding change and innovation
 - d) Following established routines
- (ii) Identify the psychological factor that plays a crucial role in an entrepreneur's ability to identify and pursue opportunities.
 - a) Risk aversion
 - b) Procrastination
 - c) Self-confidence
 - d) Perfectionism
- (iii) Identify the government's significant contribution to entrepreneurship and the development of small businesses.
 - a) Directly managing small businesses
 - b) Providing financial assistance to large corporations
 - c) Creating a favorable business environment
 - d) Regulating and restricting small business activities
- (iv) Describe motivation theory, which states that individuals are motivated by a hierarchy of needs, with basic physiological needs at the bottom and self-actualization needs at the top.
 - a) Maslow's Hierarchy of Needs Theory
 - b) Herzberg's Two-Factor Theory
 - c) McClelland's Need for Achievement Theory
 - d) Expectancy Theory
- (v) Describe what Alderfer's ERG theory says about human needs.
 - a) It identifies two primary needs: physiological and safety.
 - b) It suggests that human needs are hierarchical, with higher-order needs emerging only when lower-order needs are satisfied.

- c) It focuses on the concept of self-actualization as the primary motivator. d) It suggests that individuals have a fixed set of needs that do not change over time.
- (vi) Describe which management strategy will most likely promote employee empowerment and decision-making in small business management.
- a) Theory X b) Theory Y
c) A combination of Theory X and Y d) Neither Theory X nor Y
- (vii) Discover the type of innovation that involves making incremental improvements to existing products or processes.
- a) Radical innovation b) Disruptive innovation
c) Incremental innovation d) Blue-sky innovation
- (viii) Identify the first stage in the process that entrepreneurs use to solve problems.
- a) Implement a solution b) Identify the problem
c) Seek external help d) Ignore the problem
- (ix) Describe the main goal of conducting cost-benefit analysis when making business decisions.
- a) To identify potential risks b) To determine the most ethical option
c) To evaluate the financial impact of alternatives d) To gather input from stakeholders
- (x) Establish the main goal of a servant leadership approach in business.
- a) Personal power and prestige b) Maximizing shareholder wealth
c) Serving and empowering team members d) Strict rule enforcement
- (xi) Identify the legal issues that often make it difficult for women entrepreneurs to access capital or other resources.
- a) Gender-based discrimination b) Equal protection under the law
c) Strong intellectual property protection d) Government subsidies
- (xii) Select locations where business owners can receive regular training and services to assist with regulatory compliance, business planning and financing.
- a) Family and friends b) Online forums and social media groups
c) Small Business Development Centers (SBDCs) d) Crowdfunding platforms
- (xiii) Describe the government agency that often plays a critical role in establishing and managing technology parks.
- a) Department of Agriculture b) Environmental Protection Agency (EPA)
c) Small Business Administration (SBA) d) National Aeronautics and Space Administration (NASA)
- (xiv) Explain the main goal of vertical integration in the context of industrial companies.
- a) Reducing operating costs b) Expanding the product range
c) Focusing on a specific niche market d) Increasing customer satisfaction
- (xv) Choose one of the following statements that does not describe a successful entrepreneur.
- a) Risk-taking b) Inflexibility
c) Innovation d) Vision

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Recognize financial independence as an extrinsic motivational factor for individuals in entrepreneurship. (3)
3. Explain how entrepreneurs can promote creativity in their small businesses. (3)
4. Describe the role of SWOT analysis in solving small business management problems. (3)

5. Explain the key leadership qualities in entrepreneurship and small business management. (3)
6. Evaluate the benefits of specialised training and development programmes for small businesses (3) in the cottage industry and small-scale industries.

OR

Explain the primary purpose of an export business plan. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the key challenges and opportunities that women entrepreneurs encounter when establishing and growing their businesses, and how support systems can be designed to address these needs effectively. (5)
8. Identify the psychological factors that play a critical role in the success of entrepreneurs and small business owners, and how these factors can be harnessed for optimal performance. (5)
9. Explain how business owners can successfully overcome economic downturns and market uncertainty while guaranteeing the long-term viability of their businesses in the context of small business management. (5)
10. Summarise the key strategies and considerations for entrepreneurs who want to expand their business through exports and how they can effectively navigate international markets. (5)
11. Evaluate the main steps and considerations when importing products for small businesses and how entrepreneurs can ensure a cost-effective import process. (5)
12. Explain how the Directorate of Industries can enhance the inclusiveness and sustainability of small and medium-sized businesses in our region. (5)

OR

Explain how the Khadi and Village Industries Corporation/Board contributes to the revival and preservation of traditional crafts and heritage industries, as well as what measures have been taken to ensure the empowerment of artisans and the continuity of these age-old practices. (5)

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