



## **BRAINWARE UNIVERSITY**

## Term End Examination 2022 Programme – BBA LL.B.-2019/BBA LL.B.-2020 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) Label the Trademarks
  - a) Practice and knowledge acquired through experience
  - c) The right to reproduce ones own original work
- b) The protection of proprietary information of commercial value
- d) Brand identity
- (ii) Identify industrial sector that promotes small-scale businesses and Entrepreneurship, and has lower barriers to market entry
  - a) Service

b) Manufacturing

c) Distribution

- d) Agriculture
- (iii) Identify the use of informal networks by entrepreneurs to gather information
  - a) Secondary research

b) Entrepreneurial networking.

c) Informal parameters.

- d) Marketing
- (iv) Select from the followings one of the Big Five personality traits
  - a) tolerance of others.

b) need for achievement.

c) propensity to leadership.

- d) locus of control
- (v) Cite the legally appointed person to resolve the financial difficulties of an insolvent firm
  - a) an administrator.

b) a predator.

c) an auditor.

- d) a turnaround consultant
- (vi) Predict contents of EDPs course content
  - a) General introduction to entrepreneurs
- b) Motivation training.
- c) Managerial skills. d) All of these
- (vii) Judge specifically evolved work plan densed to achieve a specific objective within a specific period of time
  - a) Idea generation.

b) Opportunity Scanning.

c) Project.

d) Strategy

- (viii) Write full form of PERT
  - a) Programme Evaluation and Research Techniques
- b) Project Evaluation and Review Techniques

(ix)	<ul><li>c) Programme Evaluation and Review Techniques.</li><li>Estimate nature of Seed capital assistance</li></ul>	d) Project Evaluation and Research Te	echniques
(1//)		h) initial assistance	
(x)	<ul><li>a) a long-term assistance.</li><li>c) a help for the purchase of seeds</li><li>Select the top most position of DIC</li></ul>	<ul><li>b) initial assistance</li><li>d) a short-term assistance</li></ul>	
(xi)	<ul><li>a) Joint Director of industries</li><li>c) Non-departmental officer</li><li>Choose the organization wherefrom exporters</li></ul>	b) Assistant Director of industries. d) Departmental officer s code number can be obtained	
	a) The Reserve Bank of India c) Any Regional Bank Predict the nature of organization where the t	<ul><li>b) The Central Bank of India.</li><li>d) Any International Bank.</li></ul>	
(xiii)	<ul><li>a) sole-proprietorship</li><li>c) joint stock companies</li><li>) Justify characteristic typical of entrepreneurs</li></ul>	<ul><li>b) Partnership.</li><li>d) co-operative societies</li></ul>	
	<ul><li>a) Choose high risk ventures</li><li>c) Choose moderate (or calculated) risk ventures.</li></ul>	<ul><li>b) Choose low risk ventures</li><li>d) Choose no risk ventures.</li></ul>	
(xiv	Express disadvantage of a franchise business f	or a franchisee	
	a) Lack of independence.	b) Franchise businesses typically have failure rate	e a high
	c) Lack of brand identity.	<ul><li>d) Training is not normally provided the franchisor.</li></ul>	y the
(xv)	Indicate Industrial corporations engaged in the	e development of	
	<ul><li>a) industrial estates</li><li>c) individual investors</li></ul>	<ul><li>b) nstitutional estates</li><li>d) agricultural entrepreneurs.</li></ul>	
		<b>up-B</b> Гуре Questions)	3 x 5=15
2. Examine the differences between entrepreneur and intrapreneur.			(3)
3. Write the psychological and social factors of entrepreneurship			(3)
	elect the essential qualities of a prospective entrescribe invention.	trepreneur.	(3) (3)
	evelop the concept of "Mortgage".		(3)
0. D		OR .	(3)
V	Vrite your own understanding about Rural Entre	epreneurship.	(3)
	Gro	up-C	
	(Long Answer 1	ype Questions)	5 x 6=30
	Enumerate the role of corporate social respons Compare between Invention and Innovation.	ibilities in business.	(5) (5)
10. Explain the psychological & social factors for Entrepreneurship.			(5) (5)
11. Evaluate in brief the utilization of 'Technological Parks'.			(5)
12.	Summarize the objectives of promoting Womer C	n Entrepreneurship. <b>DR</b>	(5)
	Assess the application of Alderfer's ERG Theory	in an organizational context.	(5)

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