



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 | b) The protection of proprietary information of commercial value |
| c) The right to reproduce one's own original work | 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 designed 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 |
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