

Jamia Hamdard

Department Of Management

BBA III Sem(2018)

Small Business and Entrepreneurship BBA-E-01

Time: 3 Hrs

MM:75

Section A

Attempt any six questions

(5x6=30)

1. Discuss any one theory of entrepreneurship. (5)
2. Explain the concept of entrepreneurial motivation. (5)
3. Discuss all the steps of the process of creativity. (5)
4. Explain the term "opportunity scanning". (5)
5. What is a concept statement? Elaborate. (5)
6. Discuss two management roles which are very similar to entrepreneurial roles. (5)
7. Explain the term industrial sickness. (5)
8. What is the corridor principle? (5)
9. List the important components of Business Plan. (5)

Section B

Attempt any three out of six.

(15x3=45)

1. Small scale Industries are essential for the development of a developing nation. Give arguments in support of small scale industries. (15)
2. Explain the value chain analysis. Discuss the value creating activities in detail. (15)
3. Discuss the institutional support to small scale industries in the form of one national level institute and one state level institute. (15)
4. Give a write up on the contribution of entrepreneurship in economic development of a nation. (15)
5. Discuss the factors affecting choice of facility location. Briefly discuss the behavioural factors also. (15)
6. Marketing and distribution issues are the most reoccurring problems in the small scale sector. Why or why not? (15)