



2019
K21U 3439

Reg. No. :

Name :

II Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Reg./Sup./Imp.)

Examination, April 2021

(2019 Admission Onwards)

Core Course

2B03BBA/BBA (RTM) : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define decision making.
2. State any two barriers to entrepreneurship.
3. What is product mix ?
4. What is plant lay out ?
5. What is psycho theory of entrepreneurship ?
6. Define social responsibility.

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries 2 marks.

7. Distinguish between manager and entrepreneur.
8. State any two sources of technology.
9. What are the techniques of financial analysis ?
10. What is opportunity analysis ?

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11. Discuss the concept of entrepreneurial behaviour.
12. State the steps of EDP.
13. Discuss the relationship between entrepreneurship and employment generation.
14. State any two roles of entrepreneurs in economic development. (6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. State the difference between entrepreneur and intrapreneur.
16. Explain the various kinds of risks associated with entrepreneurship.
17. Discuss the objectives of EDP.
18. State the issues associated with EDP.
19. Discuss the role of entrepreneurs in balanced regional development.
20. 'Social stability is an outcome of entrepreneurship.' Comment. (4×3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks.

21. Explain the different classification of entrepreneurs.
22. Discuss the reasons for slow growth of women entrepreneurship in Kerala.
23. Define innovation. State the role of innovation in Entrepreneurship.
24. Explain the role of entrepreneurs in complementing and supporting economic growth. (2×5=10)