



K16U 0661

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree
(CBCSS-2014 Admn. – Regular) Examination, May 2016

GENERAL COURSE

4A13 BBA/BBA (TTM)/BBA (RTM) : Entrepreneurship Development and
Project Management

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries $1/2$ mark.

1. Who is an innovative entrepreneur ?
2. What do you mean by TRYSEM ?
3. What do you mean by bridge capital finances ?
4. Define Micro unit.

(4× $1/2$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is seed capital ?
6. What is network analysis ?
7. What is desk research ?
8. What is project design ?
9. What is pilot study ?
10. What do you mean by policy instrument ?

(4×1=4)

P.T.O.



PART – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. What are the risk involved in entrepreneurship ?
12. What are the differences between an entrepreneur and a manager ?
13. What are the advantages of industrial estates ?
14. What are the factors to be considered while choosing a project ?
15. What are the requisites of good project report ?
16. Explain the function of woman entrepreneur.
17. What are the functions of SIDCO ?
18. What are the characteristics of MSME's ? (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss the role and importance of entrepreneur in the economic development of a country.
 20. Explain the reasons for slow growth of women entrepreneurs in Kerala.
 21. Explain the major elements of project for mutations. (2×8=16)
-