



K19U 0632

Reg. No. :

Name :

IV Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree
(CBCSS-Reg./Supp./Imp.) Examination, April 2019
(2014 Admission Onwards)

GENERAL COURSE

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

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $1\frac{1}{2}$ mark.

1. What can we call a person who improves an existing business ?
2. Name the concept on which NPV relies.
3. Under which method is it necessary to decide profitable investments as well as rank the acceptable proposals according to their relative profitability.
4. What are people, who own, operate and take risk of a business venture known as ? (4× $1\frac{1}{2}$ =2)

SECTION – B

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

5. Who is an entrepreneur ?
6. Define entrepreneurship.
7. Who is a woman entrepreneur ?
8. Who is an intrapreneur ?

P.T.O.



9. What is entrepreneurial mobility ?
10. What is a project ? (4×1=4)

SECTION – C

Answer **any six** questions. **Each** question carries **three** marks.

11. What are the functions of an entrepreneur ?
12. What is project management ?
13. What is a project report ?
14. What is project identification ?
15. What is network analysis ?
16. Briefly explain SCBA.
17. What is LM approach ?
18. What is PERT ? (6×3=18)

SECTION – D

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

19. What are the factors affecting entrepreneurial growth in India ?
20. What problems are faced by women entrepreneurs in establishing and developing their enterprises ? Also explain the remedies to solve the problems.
21. What is project identification ? Explain the steps involved in the identification of a project. (2×8=16)
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