

Reg. No .....

Name .....

**BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U6CRBBA27: ENTREPRENEURSHIP & PROJECT MANAGEMENT**  
*(Common For Regular - 2017 Admission & Supplementary 2016 Admission)*

Time : Three Hours

Max. Marks: 75

**Section A**

**Answer All the Following (1 mark each)**

1. What is a business idea?
2. What is term loan?
3. What is a project?
4. What is IRR?
5. What is market risk?
6. What is disruptive technology?

(1 x 6 = 6)

**Section B**

**Answer any 7 (2 marks each)**

7. Define entrepreneur
8. What do you mean by exit of business
9. Write notes on entry of business
10. What do you mean by environment impact analysis?
11. Write notes on demand analysis
12. What is working capital?
13. Write notes on income statement.
14. Define project risk.
15. What do you mean by project implementation?
16. What do you mean by shared economy?

(2 x 7 = 14)

**Section C**

**Answer any 5 (5 marks each)**

17. Write Notes on government support to entrepreneurs
18. Explain various sources of entrepreneurial finance
19. What are the different aspects managerial appraisal
20. Explain various process of environment impact analysis
21. Explain the procedure for preparing projected financial statements.
22. What are the important sources of finance?
23. How do you assess market risk?
24. Explain shared economy

(5 x 5 = 25)

**Section D****Answer any 2 (15 marks each)**

25. Write notes on :
  - a) Small business
  - b) Entrepreneurial finance
  - c) Generating business ideas
  - d) Family business
  - e) Opportunities
26. Define project. Explain various characteristics of a project
27. Explain Income Statement and Balance Sheet with their merits and demerits
28. Explain project risk. State the steps in risk assessment?

(15 x 2 = 30)