

Reg. No

Name

19U663

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2019
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA27: ENTREPRENEURSHIP & PROJECT MANAGEMENT
(For Regular - 2016 Admission)

Time : Three Hours

Max. Marks: 75

Section A

Answer all the following (1 marks each)

1. What is equity share?
2. What is entrepreneurship?
3. What is technical analysis?
4. What is income statement?
5. What is project implementation?
6. What is crowd economy?

(1 x 6 = 6)

Section B

Answer any 7 (2 marks each)

7. What do you mean by small business?
8. What do you mean by venture capital?
9. What is entrepreneurial education?
10. Write any two characteristics of a project
11. What do you mean by demand analysis?
12. What is a projected financial statement?
13. Write any two advantages of ARR
14. What do you mean by project risk?
15. Write note on project control
16. What are the characteristics of shared economy?

(2 x 7 = 14)

Section C

Answer any 5 (5 marks each)

17. Write Notes on:
 - a) EDP
 - b) Entrepreneurial finance
 - c) Family business

18. Explain various characteristics of venture capital
19. Explain environment impact analysis
20. Why management appraisal is important?
21. What are the different types of project cost?
22. What are the advantages and disadvantages of NPV?
23. What are the different stages in project control?
24. Explain freelance economy with examples

(5 x 5 = 25)

Section D

Answer any 2 (15 marks each)

25. Explain various methods of entry and exit of business.
26. Explain the relevance of demand and technical analysis
27. Explain different project investment criteria
28. Explain the need for planning and control in project implementation

(15 x 2 = 30)