

B B A DEGREE END SEMESTER EXAMINATION - APRIL 2021**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U6CRBBA27: ENTREPRENEURSHIP & PROJECT MANAGEMENT**

(Common for Regular 2018 admission & Supplementary 2017/2016 admissions)

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. What is family business?
2. What is working capital?
3. What is managerial competence?
4. What is an internal source?
5. What is technical risk?
6. What is collaborative economy?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What do you mean by entry of business?
8. Distinguish between entrepreneur and entrepreneurship
9. Write notes on entrepreneurial education
10. Write notes on Managerial appraisal
11. What are the steps in demand analysis?
12. What is a cash flow statement?
13. What do you mean by project cost?
14. Write note on project planning
15. What do you mean by risk identification?
16. What do you mean by disruptive technology?

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Explain any five problems of small business
18. Explain various opportunities of small business
19. What are the characteristics of a project?
20. Explain managerial appraisal
21. What are the important sources of finance?
22. Explain the procedure for preparing cash flow statement
23. What are the different stages in a project plan?
24. Explain shared economy

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. What do you mean by business idea? Explain various sources of business idea. How do you screen business ideas?
26. Explain the relevance of Environment Impact Analysis in implementation of a project
27. What are the advantages and disadvantages of various methods of estimating project cost?
28. What do you mean by project risk? Explain different types of project risk

(15 x 2 = 30)