

Reg. No

Name

23U680-S

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA27: ENTREPRENEURSHIP & PROJECT MANAGEMENT
(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is entrepreneurship?
2. What is a business idea?
3. What is a project?
4. What is income statement?
5. What is project implementation?
6. What is collaborative economy?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Write notes on entry of business
8. What is entrepreneurial education?
9. What do you mean by exit of business?
10. What are the steps in demand analysis?
11. What do you mean by demand analysis?
12. What is balancesheet?
13. Write notes on investment criteria
14. Write note on project control
15. Define project risk.
16. What are the characteristics of shared economy?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain various sources of entrepreneurial finance
18. What are the different steps involved in exit of business?
19. Explain managerial appraisal
20. Explain technical analysis.
21. What are the advantages of cash flow statement?
22. Explain the procedure for preparing income statement.
23. How do you assess management risk?
24. Explain disruptive technology.

(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 main problems faced by women entrepreneurs.
27. Explain different types of entrepreneurs.
28. How do the planning and control help project implementation?

(15 x 2 = 30)