

Reg. No .....

Name .....

23U431

**B B A DEGREE END SEMESTER EXAMINATION: MARCH 2023**

**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U4CRBBA14 : ENTREPRENEURSHIP**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Explain Bank loan for an entrepreneur.
2. What is private liability company?
3. Explain the important problems of EDPs in India.
4. What is innovation ?
5. What is equity preference share?
6. What is entrepreneurship?
7. What is term loan?
8. What is the Need for EDPs?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. What are the merits of internal source of finance?
10. What is Fund Flow Summary in Project report?
11. What do you mean by risk identification?
12. Distinguish between equity shares and preference shares
13. What is overrun finance?
14. What are technological factors affecting a business?
15. What are the case studies in entrepreneurship?
16. Write note on management risk

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Why technically feasible important in a project report?
18. Explain the role of market risk in project implementation
19. Explain Limited Liability Company.
20. What are the functions of NISEBUD?
21. Describe the opportunities available in textile industry in India.
22. Explain various sources of entrepreneurial finance

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Explain the criteria for availing bank loan for a business.
24. State and explain the EDP INSTITUTIONS IN INDIA AND THEIR FUNCTIONS AND INSTITUTIONAL SUPPORT TO ENTREPRENEURS.

25. What is Social profitability analysis?
26. Describe the future of a software industry and the opportunities available for an entrepreneur in this industry.

**(10 x 2 = 20)**