

B. B. A. (BUSINESS ANALYTICS) DEGREE END SEMESTER EXAMINATION – MARCH 2024**SEMESTER - 2****COURSE : 23U2CRBBA05 - ENTREPRENEURSHIP, BUSINESS MODELS AND INDUSTRY ANALYSIS***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

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

1. Define entrepreneur.
2. Expand EDP.
3. Give an example for social entrepreneurs.
4. Mention the target groups of EDP.
5. Discuss the main objective of NIESBUD.
6. State the primary goal of social entrepreneurship.
7. Explain any one trait of an entrepreneur.
8. Identify the components of PEST analysis.

(1 x 8 = 8)**PART B****Answer any 6 (2 mark each)**

9. Mention any two features of entrepreneurship.
10. Mention any four business models.
11. Mention different types of industry analysis.
12. Explain the main elements of Porters 5 force model.
13. Discuss any two features of product to service model.
14. Suggest any two ways to promote and support women entrepreneurs.
15. Explain one for one model.
16. Give any two provisions of NSIC.

(2 x 6 = 12)**PART C****Answer any 4 (5 mark each)**

17. Give a brief note on the roles and challenges faced by Women entrepreneurs in India.
18. Suggest ways to create awareness about EDP.
19. Compare and contrast subscription model and bundling model.
20. State the formalities for setting up a small business enterprise.
21. Describe different classification of entrepreneurship.
22. Suggest few remedies for small business sickness.

(5 x 4 = 20)

PART D

Answer any 2 (10 mark each)

23. Analyse the role of entrepreneurs in India.
24. Give a brief note on SWOT analysis.
25. Briefly explain the supports rendered by EDII and SLDO.
26. Explain the institutions conducting EDPs in India and Kerala.

(10 x 2 = 20)
