

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA14 : ENTREPRENEURSHIP***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. How can we prevent cost overrun?
2. Explain the term debentures.
3. What is technical risk?
4. What is a business idea?
5. What are Small Industries Services Institutes?
6. What is working capital?
7. Who is responsible for project planning?
8. Name any two TCO'S set in India.

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

9. Write notes on demand analysis.
10. What do you mean by project cost?
11. What are technological factors affecting a business?
12. Write a note on EDP.
13. Distinguish between entrepreneur and entrepreneurship.
14. What is Fund Flow Summary in Project report?
15. Why Profit and Loss Synopsis in Project report?
16. What is public liability company?

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

17. What are the Challenges faced by entrepreneurs today in India?
18. Explain the reason for the cost overrun.
19. Describe the opportunities available in textile industry in India.
20. What are the functions of NISEBUD?
21. Explain the relevance of technical analysis.
22. Briefly explain various sources of business ideas.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Describe the future of a software industry and the opportunities available for an entrepreneur in this industry.
24. Explain the elements of Detailed Project Report by an entrepreneur.
25. Explain loans and its types?
26. Write in detail the Entrepreneurial Guidance Bureau (EGB) support provided for entrepreneurs.

(10 x 2 = 20)