

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Fourth Semester) Examinations, April 2025

23BBAPC24002– Fundamentals of Entrepreneurship



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What do you understand by the term Entrepreneurship?	CO1	K1
b. How entrepreneurs are classified based on gender, age and scale?	CO1	K1
c. Identify the characteristics of a successful entrepreneur.	CO2	K2
d. Why entrepreneurial process is important?	CO2	K2
e. What are the major economic problems faced by entrepreneurs?	CO3	K2
f. Briefly discuss the concept of women entrepreneurship.	CO3	K2
g. Write the meaning of Franchising and Entrepreneurship?	CO4	K1
h. Who are known as the starter kits for entrepreneurs? Explain with an example.	CO4	K1
i. Why Business Accelerators are known as speed boost for business?	CO5	K2
j. Briefly explain the concept of Start-ups with an example.	CO5	K2

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. How does entrepreneurship contribute to innovation, job creation, and the overall economic and social development of a society? (OR)	8	CO1	K2
b. What are the key steps involved in the entrepreneurial process, from identifying an opportunity to launching and managing a successful business?	8	CO1	K3
3.a. How does Kirzner's Alertness Theory emphasize the role of knowledge and discovery in entrepreneurial decision-making? (OR)	8	CO2	K3
b. Discuss Knight's Risk-Bearing Theory, and how does it explain the entrepreneur's role in managing business risks and uncertainties.	8	CO2	K3
4.a. What are the key factors driving the rapid growth of entrepreneurship in India, and how have government initiatives and technological advancements contributed to this trend?" (OR)	8	CO3	K3
b. How do corporate entrepreneurship and women's entrepreneurship differ in their approaches and challenges within the context of transitioning from agricultural to industry and services entrepreneurship in India?	8	CO3	K3
5.a. What are the essential steps to take when starting a new business venture to ensure its success? Discuss with appropriate examples. (OR)	8	CO4	K3

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| b. | How does the EDP curriculum integrate practical components, such as business plan creation, market analysis, and financial management, to equip participants for real-world challenges? | 8 | CO4 | K4 |
| 6.a. | Discuss the concept of Business Accelerators and how do they help start-ups grow faster compare to traditional business development methods. | 8 | CO5 | K3 |

(OR)

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| b. | <p><u>Case Study: Rising Star Bakery:</u></p> <ul style="list-style-type: none"> • Ravi, a young baker in Odisha, loves making unique breads and cookies. He dreams of starting a bakery called "Rising Star Bakery," but he faces challenges like a lack of money, finding the right location, and getting customers. He also worries about competition from big brands. • <u>Questions:</u> <ol style="list-style-type: none"> 1. What is the main problem Ravi is facing? 2. How can Ravi raise money for his bakery? 3. What strategies can he use to attract customers? 4. How can he compete with big brands? 5. Write your conclusion for the above case study? | 8 | CO5 | K3 |
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