

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur  
(GIET University)**



B.B.A. (Fourth Semester – Regular/Supplementary) Examinations, April – 2026  
**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. Define the term Entrepreneurship with an example.                            | CO1  | K1           |
| b. According the types of business, classify the entrepreneurs.                 | CO1  | K1           |
| c. What do you understand by entrepreneurial culture?                           | CO2  | K1           |
| d. Discuss briefly the infrastructural problems faced by entrepreneurs?         | CO2  | K2           |
| e. Briefly explain Industry and Agricultural entrepreneurship?                  | CO3  | K2           |
| f. Write the meaning of the term 'Due diligence' with an example.               | CO4  | K2           |
| g. Differentiate Franchising and Entrepreneurship?                              | CO4  | K1           |
| h. Briefly explain the training and post-training phase?                        | CO5  | K2           |
| i. Who are the starter- kit for entrepreneurs? Briefly discuss with an example. | CO5  | K1           |
| j. Briefly explain the term Business Accelerators with example.                 | CO5  | K2           |

**PART – B****(8 x 5 = 40 Marks)**Answer **all** the questions

|                                                                                                                                                                                                                                                       | Marks | CO # | Blooms Level |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|--------------|
| 2. a. What do you understand by Entrepreneur and Entrepreneurship? Discuss the important functions of entrepreneurship.<br>(OR)                                                                                                                       | 8     | CO1  | K2           |
| b. Discuss the steps for entrepreneurial process and explain why the process is important.                                                                                                                                                            | 8     | CO1  | K3           |
| 3.a. Explain Kirzner's Alertness Theory and discuss how entrepreneurs identify opportunities in the market.<br>(OR)                                                                                                                                   | 8     | CO2  | K3           |
| b. Discuss the role of entrepreneurship in economic development of India.                                                                                                                                                                             | 8     | CO2  | K3           |
| 4.a. What are the main motivational factors that encourage a person to start their own business, and how do personal goals, financial needs, independence, and the desire to solve problems influence the decision to become an entrepreneur.<br>(OR) | 8     | CO3  | K3           |
| b. How has the shift from agricultural entrepreneurship to industrial entrepreneurship, and then to service entrepreneurship, changed the development of corporate entrepreneurship and women's entrepreneurship in India.                            | 8     | CO3  | K3           |
| 5.a. How can entrepreneurs effectively scan the environment to identify gaps and find new business opportunities and innovative ways of doing business.<br>(OR)                                                                                       | 8     | CO4  | K4           |
| b. Discuss the common objectives of EDP.                                                                                                                                                                                                              | 4     | CO4  | K3           |
| c. How can the entrepreneurial spirit of an individual contribute to the success of a franchise business model.                                                                                                                                       | 4     | CO5  | K3           |

6.a. Discuss the concept of Business Incubators known as Starter Kit for entrepreneurs. How do they measure the success of the startups they support? 8 CO5 K3

(OR)

b. Explain who are known as 'speed boosters' for business with an example. In what ways do business accelerators support and guide start-ups to grow faster and become successful compared to traditional business development methods, and what specific advantages do they provide during the early stages of a business? 8 CO5 K3

--- End of Paper ---