

**End Semester/Reappear (Semester IV) Examination May 2025**

**Programme: BBA**

**Course: Entrepreneurship Management**

**Course Code:11CC205**

**Enrolment no. \_\_\_\_\_**

**Full Marks: 70**

**Time: 3 Hrs.**

Q.N o.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	State two key characteristics of entrepreneurship.	CO1	Remember	4 x 5 = 20
	or			
b	Mention two factors that can affect entrepreneurship.	CO1	Remember	
	or			
c	State one assumption of the achievement motivation theory.	CO2	Remember	
	or			
d	How does entrepreneurial motivation vary in different cultures?	CO2	Remember	
	or			
e	What is the significance of 'search' in establishing an entrepreneurial system?	CO3	Remember	
	or			
f	Enumerate the essential resources and prerequisites are needed to establish a new business?	CO3	Remember	
	or			
g	Name one type of assistance provided to SSIs.	CO4	Remember	
	or			
h	Mention two common problems faced by SSIs.	CO4	Remember	
	or			
<b>Section II</b>				
	<b>Long Answer type questions.</b>			
2	Explain the emergence of the entrepreneurial class.	CO1	Understand	3 x 10 = 30
	or			
3	Differentiate between an entrepreneur and a manager.	CO1	Understand	
	or			
4	Describe the facilitating factors that contribute to entrepreneurial motivation.	CO2	Understand	
	or			
5	Explain the Kakinada experiment and its relevance to entrepreneurial motivation.	CO2	Understand	
	or			
6	Discuss the importance of 'processing' an idea in establishing an entrepreneurial system.	CO3	Understand	
	or			
7	Discuss in detail the process of establishing an entrepreneurial system, highlighting the critical stages and factors for success.	CO3	Understand	
	or			
<b>Section III</b>				
	<b>Application based questions</b>			
5	a. How does studying entrepreneurial case studies enhance practical understanding and skill development?	CO5	Analyze	1 x 20 = 20
	b. How can evaluating a failed business venture uncover valuable insights for aspiring entrepreneurs?			
	or			
	Examine a notable entrepreneurial success story, emphasizing pivotal decisions, obstacles overcome, and strategic approaches that contributed to their achievements.	CO5	Analyze	

**COURSE OUTCOME**

On completion of the Course, the students will be able to:

CO 1: Have a fair understanding of the concept of entrepreneur and entrepreneurship.

CO 2: Apply the concept of entrepreneurial motivation in business world.

CO 3: Have a clear understanding about the concept of establishing entrepreneurial system.

CO 4: Have a clear understanding of small-scale industry and would be in a position of conceptually starting the business.

CO 5: Have a fair idea of various processes and implications associated with entrepreneurship in practical business world