

QP CODE: D4BBA2404	(Pages: 2)	Reg. No :
		Name :
FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026 Discipline Specific Core (DSC) Courses - Major BBA4CJ207 : ENTREPRENEURSHIP ESSENTIALS (Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. What does the term “intrapreneur” mean?	BL1	CO1, CO2, CO3
2. Write the criteria for evaluating a business plan.	BL1	CO2, CO6
3. Define start-up cost and working capital.	BL1	CO1, CO5
4. List few state-level institutions supporting entrepreneurs.	BL1	CO3, CO5
5. What are financial barriers in entrepreneurship?	BL1	CO1, CO3, CO4, CO5
6. Explain the nature and importance of small business entrepreneurs in the economy. Illustrate with examples.	BL2	CO1, CO2
7. What is the relevance of a competitor analysis?	BL4	CO1, CO2, CO4
8. List few sources of external finance.	BL2	CO1, CO2, CO4
9. State the problems faced by MSMEs during the star-up stage?	BL2	CO3, CO5
10. Define imitative entrepreneurship, with a real example.	BL2	CO1, CO3, CO4
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Illustrate the structure of an SHG of your knowledge.	BL2	CO1, CO2, CO4, CO6
12. “Financial planning helps in reducing business uncertainty.” Explain.	BL4	CO4, CO5
13. Describe common financial mistakes made by start-ups.	BL5	CO1, CO3, CO4, CO5, CO6
(PTO)		

14.	A small MSME unit is facing losses and becoming sick. Recommend government remedial measures to revive the unit.	BL3	CO2, CO3, CO4
15.	Describe the need for government support for entrepreneurship.	BL1	CO5
16.	Explain McClelland's Need for Achievement Theory and its relevance to entrepreneurship.	BL1	CO1
17.	What is a "Market Survey"? Why a market survey is conducted by entrepreneurs?	BL5	CO1, CO3, CO4
18.	What are the different roles of banks in entrepreneurship?	BL4	CO4, CO5, CO6

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Design an organizational plan for an SHG. Explain with the elements of organisational plan.	BL6	CO1, CO2, CO3, CO4, CO6
20.	A college group wants to start a food processing business under SHG model. Identify financial and training support available from the government.	BL3	CO1, CO2, CO3, CO5

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)