

B.B.A. Semester - 3 (CBCS) Examination
Nov/Dec. -2021 [NEW COURSE]
Entrepreneurship Development (Core)

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Explain the concept of Entrepreneurship? What are the skills and qualities of Entrepreneur? (14)

OR

Que-1 What is Environmental Scanning? Explain PESTEL Analysis in detail.

Que-2 What is Creative Climate? Explain Organizational Actions to enhance Creative Climate. (14)

OR

Que-2 What is Idea Generation ? Discuss Ideation techniques in detail.

Que-3 What is Family Business? Explain the Causes of Conflicts and its Resolutions in Family Business. (14)

OR

Que-3 Discuss the Women's Issues in the Family Business. Also discuss the Need to Change in Family Business System.

Que-4 Explain the concept of Talent Management. What are the Strategies of Talent Management? (14)

OR

Que-4 What is Time Management? Explain various Techniques of Time Management in detail.

Que-5 Identify and discuss the Skills and Qualities of the following great entrepreneurs. (14)
(Any Two)

1. Jamshedji TATA
2. Henry Ford
3. Narayan Murty
