

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026

(Fourth Semester)

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS**

ADMINISTRATION (IS)/ BUSINESS ADMINISTRATION(RM)/

BUSINESS ADMINISTRATION (LOGISTICS)

ENTREPRENEURSHIP DEVELOPMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	Entrepreneurship plays a vital role in economic development by a) Encouraging imports b) Creating employment and Innovation c) Promoting foreign debt d) Reducing exports	K1	CO1
	2	MSMEs are classified based on a) Market Share b) Number of Employees c) Investment and annual turnover d) Stock prices	K2	CO3
2	3	Brain Storming is a technique used for a) Accounting b) Idea Generation c) Risk Elimination d) Market control	K1	CO2
	4	The primary objective of an EDP is a) Provide employment guarantee b) Develop entrepreneurial skills c) Reduce taxation d) Encourage foreign trade	K2	CO3
3	5	Commercial banks support entrepreneurs mainly through a) Direct equity participation b) Loans and working capital finance c) Foreign trade regulation d) Taxation Policies	K1	CO3
	6	The scheme linked with start-up funding in India is a) MUDRA yojana b) Pradhan Mantri Suraksha Bima Yojana c) Atal Pension Yojana d) MNERGA	K2	CO3
4	7	Incentives for SSI units are given to a) Increase imports b) Promote industrial growth and employment c) Reduce competition d) Encourage monopolies	K1	CO4
	8	Ash Maurya's Lean Canvas is mainly used for a) Large corporate planning b) Startups to map out business models c) Traditional industries d) Government policy-making	K2	CO4
5	9	A Project report is prepared to a) Satisfy employees b) Present feasibility and detailed plan c) Avoid legal requirements d) Replace annual reports	K1	CO5
	10	Computer aided project management tools are used for a) Writing reports b) Planning, scheduling and monitoring c) Filing taxes d) Conducting interviews	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the functions of an entrepreneur in detail.	K2	CO2
	(OR)			
	11.b.	Determine the nature and functions of entrepreneurship.		
2	12.a.	Explain the objectives of an Entrepreneurship Development Programme (EDP).	K5	CO3
	(OR)			
	12.b.	Interpret the techniques of idea generation in entrepreneurship.		
3	13.a.	Determine the use of venture capital in technology-based startups.	K3	CO3
	(OR)			
	13.b.	Summarise the role of state-level institutions in supporting entrepreneurship.		
4	14.a.	Apply Value Proposition Canvas to design a customer-focused product.	K3	CO4
	(OR)			
	14.b.	Illustrate the role of business incubators in nurturing early-stage startups.		
5	15.a.	Distinguish between project appraisal and project audit.	K4	CO5
	(OR)			
	15.b.	Determine the role of project identification in reducing investment risks.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Elaborate the role of rural and women entrepreneurship in socio-economic development.	K4	CO4
2	17	Determine the need and significance of Entrepreneurship Development Programmes.	K3	CO3
3	18	Examine the significance of venture capital and start-up funds for high-growth businesses.	K4	CO4
4	19	Design a Lean Canvas for a new startup idea of your choice.	K5	CO5
5	20	Elaborate the role of project control in ensuring successful project management.	K2	CO5