

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2018
(Fourth Semester)**

Common to Branches – **BUSINESS ADMINISTRATION,
BUSINESS ADMINISTRATION (INFORMATION SYSTEMS) &
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 2 = 20)

- 1 Define Entrepreneurship.
- 2 Who is called Intrapreneur?
- 3 What is the meaning of the term 'Innovation'?
- 4 What do you mean by 'sick units'?
- 5 Expand NIESBUD.
- 6 Give the meaning of venture capital.
- 7 State the concept of a business project.
- 8 What is meant by project appraisal?
- 9 List the responsibilities of a project manager.
- 10 Define project audit.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Briefly explain the various factors influencing entrepreneurship in India.
OR
- b What are the competencies and skills required for an entrepreneur? Explain.
- 12 a State the objectives and need for entrepreneurship development programmes.
Explain them briefly.
OR
- b Explain the various phases in the entrepreneurship development programmes.
- 13 a What are the objectives and functions of IDBI? Explain.
OR
- b Give a short note on various incentives given to SSI units in India.
- 14 a Explain the characteristics of a business project.
OR
- b Give a short note on various phases in a product life cycle.
- 15 a Explain the responsibilities and functions of a project manager.
OR
- b Give a short note on computer aided project management and its importance.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the role of Entrepreneurship in socio-economic development of the nation.
- 17 Explain in detail various steps involved in starting a small scale industrial unit in India.
- 18 Give a detailed account on role, objectives and functions of DIC in promoting entrepreneurship.
- 19 What are the contents of a project report? Explain in detail with examples.
- 20 Discuss the various functions in project management with examples.