

P. P. SAVANI UNIVERSITY

Third semester of B.B.A Examination
November-2021

SMBB2170 - Entrepreneurship in Emerging Economics

29.11.2021, Monday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheet.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

- Q - 1** MCQ [05]
- (i) What is MSE?
A. Medium to Small Scale Enterprise
B. Minimum to Small Scale Enterprise
C. Medium to Small Size Enterprise
D. All of the Above
- (ii) What is the full form of BMC?
A. Business Modelling Canvas
B. Business Making Canvas
C. Business Model Canvas
D. Business Multiplying Canvas
- (iii) Which are the facilities that Incubation Center provides?
A. Mentoring
B. Incubation Space
C. Industry Lectures
D. All of the above
- (iv) Which are the steps not involved in Incubation Process?
A. Proposal Framing
B. Idea Generation
C. Pre-Incubation
D. All of the above
- (v) Which are the factors which may affect your new venture?
A. Creativity
B. Management
C. A and B Both
D. None

Q - 2 (a) What is an Incubation Center what are the steps to get enrolled in incubation center? [05]

Q - 2 (b) What is difference between Invention and Innovation? State what is diversity? [05]

OR

- Q - 2 (a) What is Entrepreneurship? State what do you mean by Social Entrepreneurship? [05]
- Q - 2 (b) What is Business Model Canvas? Explain by giving example. [05]
- Q - 3 (a) What do you mean by Intellectual Property Rights (IPR)? Use example to explain. [05]
- Q - 3 (b) Who is an Investor? What is the meaning of Crowd Funding? [05]

OR

- Q - 3 (a) Giving example please explain stages of Incubation Center? (E.g. Enrollment, Idea Evaluation etc.) [05]
- Q - 3 (b) What platforms of technology can you use to market your product? [05]
- Q - 4 Attempt any one. [05]
- (i) Situation: If you are the owner of the company and you find that there is a conflict of interest between 3 of your employees Rounak, Abhishek and Riddhi. There were three different views presented by all the 3 employees in Annual Meeting which was held on Improving the Quality of the Product. As an owner you are now requested to give a suggestion, how will you handle the situation.
- (ii) Situation: If you are the manager of the company and you find that there is a conflict of interest between the owner of the company and one of its employees. As a manager how will you address the situation in order to deliver a tangible outcome in the next annual general conference where the owner and employee both are going to present their views of Work Ethics in 21st Century.

SECTION - II

- Q - 1 MCQ [05]
- (i) Which are the Social Media Platforms where you can market your product/service?
A. Facebook
B. Instagram
C. Both of the above
D. None of the above
- (ii) Through which modes using technology you can sell your product?
A. E-Commerce Store
B. Social Media
C. Both of the above
D. None of the above
- (iii) What are the kind of funding opportunities available if you are an Entrepreneur?
A. Crowd Funding
B. Angel Investments
C. Fundings from Friends and Family
D. All of the above

- (iv) Which are the government platforms that help you to apply for Grants?
A. Startup Gujarat
✓ B. Startup India
C. Niti Aayog
D. All of the above

- (v) Who should be an entrepreneur?
A. Students
B. Faculties/ Instructors
C. A and B Both
D. None

- Q - 2 (a) Define Investments opportunities for Entrepreneurs. [05]
Q - 2 (b) What is a Prototype? Why prototype is important? [05]

OR

- Q - 2 (a) What are the facilities provided by the Incubation Center? [05]
Q - 2 (b) Why understanding the customers needs are more important to improvise your product/service? [05]
Q - 3 (a) Define what is E-Commerce Store and how it can help you out to sell your product? [05]
Q - 3 (b) If you are the owner of the service-based industry, what are the methods through which you will market your services? (Use example to explain your views) [05]

OR

- Q - 3 (a) What is Team Building and why it is important to have people from various backgrounds in order to successfully run your business? [05]
Q - 3 (b) What do you mean by Balance Sheet of the company? [05]
Q - 4 Attempt any one. [05]
(i) Situation: If you are the IT Administrator of the company and you have got to setup the whole IT Infrastructure for the company what are the necessary purchases you will do for your company. (Please also explain the importance of each product you will purchase)
(ii) Situation: If you are the employee of the company and one fine morning you come to the company and see your colleagues sitting and doing nothing productive due to unavailability of the electricity. As an employee what attitude shall you carry at that time to make a team and make optimum use of time and energy.
