



**Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind
(Autonomous), Pune – 16
Semester End Examination: March- April 2025
Faculty: Commerce**

Program: BBA(Computer Application)
Program (Specific): BBACA07
Class: SYBBACA (NEP)
Name of the Course: Entrepreneurship Essentials
Course Code: BBA24606
Instructions to the candidate

Semester: IV
Course Type: CC
Max. Marks: 60
Time: 2 ½ Hrs

- 1) Question No. 1 and 6 are compulsory*
- 2) Attempt any 3 questions from Question No. 2 to 5.*
- 3) Figures to the right indicate full marks.*

Q 1 A. Choose the correct option (Any 5)

5 Marks

1. The process of creating something new is called:
 - a. Creative flexibility
 - b. Management
 - c. Business
 - d. Innovation
2. What is the purpose of a feasibility study for starting a new venture?
 - a. Exploring for potential customers
 - b. Estimate sales
 - c. To understand if there are any barriers to success
 - d. None of the above
3. Which of the following is a key characteristic of an entrepreneur?
 - a. Financial stability
 - b. Risk-taking ability
 - c. Desire for a steady job
 - d. Working under supervision
4. Which of the following best describes an intrapreneur?
 - a. Someone who creates a new business from scratch
 - b. Someone who works within a company to develop new products or services
 - c. A person who manages the daily operations of a business
 - d. An individual working in the financial industry
5. Which of the following financial statements provides a snapshot of a company's financial position at a specific point in time?
 - a. Income Statement
 - b. Cash Flow Statement
 - c. Balance Sheet
 - d. Statement of Retained Earnings

6. What is the main purpose of a business plan?
 - a. To provide a detailed description of the business
 - b. To secure funding from investors or banks
 - c. To outline the company's mission and vision
 - d. All of the above
7. Which of the following should be included in the "Financial Plan" section of a business plan?
 - a. Market trends
 - b. Sales strategies
 - c. Income statement, balance sheet, and cash flow statement
 - d. Product descriptions

Q 1 B. True or False (Any 5)

5 Marks

1. Social entrepreneurship focuses on solving social, environmental, or community problems, rather than maximizing profit.
2. A successful entrepreneur needs to be a great manager of finances and operations.
3. Innovation is a core aspect of entrepreneurship.
4. A business plan is a crucial tool for an entrepreneur seeking funding.
5. A cash flow statement tracks the amount of capital invested by the entrepreneur in the business.
6. Venture capitalists usually invest in businesses that are in their early stages of development.
7. A business plan is only necessary for large companies seeking investors.

Q2. Define Entrepreneur. Illustrate competencies and functions of Entrepreneur.

10 Marks

Q 3. What is Business? Explain various types of business organisations.

10 Marks

Q 4. Define Marketing. Discuss various types of Marketing.

10 Marks

Q 5. Illustrate concept and importance of Make in India.

10 Marks

Q 6. Write Short Notes (Any 4)

20 Marks

1. Types of Entrepreneur (Explain any 2)
2. Social Media Marketing
3. Contents of Business Plan
4. Stand up India
5. Importance of business plan
6. Pradhan Mantri Mudra Yojana