

QP Code: D143770		Total Pages: 1	Name:
			Register No.
FOURTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
MANAGEMENT STUDIES			
BBA4CJ207 ENTREPRENEURSHIP ESSENTIALS			
2024 Admission onwards			
Maximum Time: 2 Hours			Maximum Marks: 70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	List the four types of entrepreneurs according to Clarence Danhof.		
2	What is Venture Capital?		
3	Define Industrial Sickness.		
4	What is Break-Even Analysis?		
5	What do you mean by a business incubator?		
6	Define Angel Investment.		
7	Briefly explain the Startup India and Standup India programmes.		
8	What do you understand by a Business Plan?		
9	What is Intrapreneurship? How does it differ from Entrepreneurship?		
10	What do you mean by Sales Forecasting?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Discuss McClelland's Theory of Entrepreneurial Motivation briefly.		
12	List out the characteristics of Entrepreneurship.		
13	Write a note on the Government's policy towards Small Scale Industries (SSIs).		
14	Discuss in detail Self-Help Group Entrepreneurship.		
15	Briefly explain the components of a Business Plan.		
16	What are the common challenges faced by Start-up businesses?		
17	Define and distinguish between Incentives, Subsidies, and Bounties.		
18	List out the key differences between an Entrepreneur and a Manager.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	What is a Feasibility Study or Analysis? Discuss its importance. Explain in detail the four stages of Project Feasibility Analysis.		
20	"Entrepreneurs are the engines of economic growth." Discuss the Role of Entrepreneurship in Economic Development. Also, discuss the Qualities needed to be a Successful Entrepreneurial Leader.		