



AR-7649

Seat No. _____

Third Year B. B. A. Examination

March / April - 2016

Entrepreneurship & Mgt. of Small Business
(New Course)

Time : $1\frac{1}{2}$ Hours]

[Total Marks : **50**

Instructions : (1) It is compulsory to attend all questions.
(2) Right side figure indicates the marks of the question.

1 What do you mean by Entrepreneurship ? Entrepreneur ? **20**
Discuss about main traits of an Entrepreneur.

OR

1 What is EDP ? What is role of Government in **20**
organising EDP ?

2 What do you mean by social responsibility of business ? **20**
Explain social responsibility of business towards different
groups.

OR

2 Explain BEP with hypothetical example as a profit **20**
planning tool.

3 Write short notes : (any two) **10**

- (1) Cost Control and Cost Reduction
- (2) Working Capital
- (3) Sales Management of small business
- (4) Product Cost and Project Cost.