

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION SP/2024)**

**CLASS: BBA**  
**BRANCH: BBA**

**SEMESTER : IV**  
**SESSION : SP/2024**

**SUBJECT: MT216 ENTREPRENEURSHIP AND SMALL BUSINESS**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	Define an entrepreneurship and specify few young entrepreneurs.	[2]	1	1
Q.1(b)	What role does brainstorming play in the process of generating innovative business ideas?	[3]	1	1
Q.2 (a)	What is the legal definition of a sole proprietorship, and how does it differ from other forms of business ownership?	[2]	1	1
Q.2 (b)	What are some challenges that entrepreneurs may encounter during the idea generation phase, and how can they overcome them?	[3]	2	1,2
Q.3 (a)	Defines a franchise, and how does it differ from other business models? Mention few suitable examples.	[2]	4	1,2
Q.3 (b)	Define sick industry and its problems.	[3]	1	1
Q.4(a)	Mention revival plans for sick industries.	[2]		1
Q.4(b)	How do small-scale industries contribute to the overall economic development of a country or region, particularly in terms of employment generation, innovation, and local entrepreneurship?	[3]	4	1,2
Q.5(a)	What are some obstacles hindering the expansion of small-scale industries within the country?	[2]	5	1
Q.5(b)	What is the primary goal of social entrepreneurship? Also provide an example of a successful social entrepreneurship venture?	[3]	4	1,2

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