

**BACHELORS OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)  
Term-End Examination  
June, 2024**

**BSM-017 : SERVICE ENTREPRENEURSHIP**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. (a) State whether the following statements are True or False : 1×10=10
- (i) Vision statement outlines the future objectives of business.
  - (ii) MSME stands for Minor, Small and Medium Enterprises.
  - (iii) The people who create business are called entrepreneurs.
  - (iv) Exporting is purchase of products and services from another country.

(v) Initial phase of entrepreneurship creates awareness about entrepreneurial opportunities.

(b) Fill in the blanks :

(i) ..... merger combines two or more firms in successive stages of production.

(ii) ..... Tinkering Labs is developed for schools to provide young minds to play with innovative technologies.

(iii) To qualify for Start-Up India, an organization must have its headquarters in .....

(iv) Principle of ..... is periodic review of one's time management process.

(v) A leveraged ..... occurs when an entrepreneur uses borrowed funds to purchase an existing venture for cash.

2. Briefly explain any *five* of the following in about **100** words each : 2×5=10

(a) Skills for a successful entrepreneur

- (b) Phases of Entrepreneurship Development
  - (c) Debt *or* Equity Financing
  - (d) Software Technology Park
  - (e) Management activities adopted for effective financial control
  - (f) Differences between vision and mission statement
  - (g) Advantages of Acquisition
3. Answer any *four* of the following in about **250** words : 5×4=20
- (a) Discuss the features and contents of a business plan.
  - (b) Explain the role of Angel Investors and Crowd Funding in an enterprise.
  - (c) Explain the purpose behind setting up of NewGen Innovation and Entrepreneurship Development Centre.
  - (d) Explain the market development strategies adopted by an enterprise.
  - (e) How are penetration strategies different from product development strategies ?
  - (f) Define Joint Ventures. Explain the important types of Joint Ventures and factors determining them.

4. Answer any *one* of the following questions in about **500** words each : 10×1=10
- (a) What is the goal of following business initiatives :
- (i) Start-up India
  - (ii) e-Biz Portal
- (b) Define Franchising. Discuss pros and cons of franchising.