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BSM-017

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA (SM)]**

Term-End Examination

December, 2022

BSM-017 : SERVICE ENTREPRENEURSHIP

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

1. (a) State whether the following statements are True or False : 1×5=5
- (i) Entrepreneurial activities in rural areas is known as rural entrepreneurship.
- (ii) SDG stands for Sustainable Development Guidelines.
- (iii) Gordon method is a method for developing new ideas when the individuals are unaware of the problem.

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(iv) Vision statements should contain a human element in them.

(v) Commercial banks are not the source of short-term funds for the entrepreneur when collateral is available.

(b) Fill in the blanks : 1×5=5

(i) is the ability to do things differently.

(ii) merger combines two or more firms in successive/advance stages of production.

(iii) is wholly owned subsidiary for doing business in global markets.

(iv) strategy is the strategy to grow by encouraging existing customers to buy more of the firm's current products.

(v) In a group, a leader leads a group of participants through an open-ended, in depth interview.

2. Briefly explain any *five* of the following in about **100** words each : 2×5=10
- (a) Angel investors
 - (b) Brainstorming
 - (c) Leveraged Buy Outs
 - (d) Entrepreneurial opportunities
 - (e) Need identification in Opportunity Assessment Plan
 - (f) Characteristics of Entrepreneurship
 - (g) Features of a Business Plan
3. Answer any *four* of the following questions in about **250** words each : 5×4=20
- (a) Differentiate between vision and mission statement.
 - (b) Define venture capital. Describe the types of venture capital firms.
 - (c) Franchising is an alternative mode by which an entrepreneur may expand his business. Explain how.
 - (d) Discuss the ATAL Innovation Mission spearheaded by the NITI Aayog.

- (e) Discuss the skills required for a successful entrepreneur.
- (f) What are the steps involved towards an entrepreneurial set up called Entrepreneurial Action ?

4. Answer any *one* of the following questions in about **500** words : 10×1=10

- (a) Discuss the services provided by Software Technology Parks of India (STPI).
- (b) Explain the various market and product development strategies.