

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

Term-End Examination

June, 2023

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 for social issues is known as social entrepreneurship.
 - (ii) Atal Tinkering Labs is developed for schools to provide young minds a space to tinker and play.
 - (iii) Private Equity does not include individuals, venture capital firms, and private equity funds.
 - (iv) In debt financing a loan or other interest-bearing instrument is used.
 - (v) Sustainable Entrepreneurship is supportive environment for entrepreneurial development.

- (b) Fill in the blanks : 1×5=5
- (i) is process of combining resources at hand to address new problems.
 - (ii) First step of assessment plan is
 - (iii) is about getting the right to deal in certain services for a period of time.
 - (iv) portal is being developed with the inputs of multiple government agencies.
 - (v) Two or more companies forming a new company is known as

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

- (a) Crowd funding
- (b) Penetration Strategy
- (c) Types of Mergers
- (d) Initial phase of Entrepreneurship Development
- (e) Integrated Entrepreneurial Development Model
- (f) Atal Incubation Centres
- (g) Contents of a Business Plan

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3. Answer any *four* of the following in about **250** words each : 5×4=20
- (a) Discuss the SME Registration Procedure with reference to Micro, Small and Medium Enterprises.
 - (b) Explain the advantages and disadvantages of acquisition.
 - (c) Explain the Start-Up India initiative of Government of India.
 - (d) Discuss the Entrepreneurial Skill Development Programme for Micro, Small and Medium Enterprises.
 - (e) Discuss the skills for a successful entrepreneur.
 - (f) What are the tips for writing vision statements ?
4. Answer any *one* of the following questions in about **500** words : 10×1=10
- (a) How are Product Development Strategies different from Diversification Strategies ? Discuss.
 - (b) Explain the steps of Initial Public Offer process in India.

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