

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**
COURSE NAME: B.B.A **MAXIMUM MARKS: 50**
SEMESTER: V **TIME : 3 HOURS**

PART - III
ENTREPRENEURSHIP & PROJECT MANAGEMENT

SECTION – A**(10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****(K1)**

1. Which of the following is the primary characteristic of an entrepreneur?
 - a) Risk-taking ability
 - b) Avoidance of challenges
 - c) Preference for a stable income
 - d) Dependence on external resources
2. Which of the following is a key objective of entrepreneurship development programs?
 - a) To foster innovation and creativity in business
 - b) To enhance managerial efficiency
 - c) To reduce market competition
 - d) To promote monopolistic practices
3. Which of the following is the primary goal of project management?
 - a) To deliver the project within scope, time and budget
 - b) To maximize resource usage regardless of constraints
 - c) To ensure the project generates the highest possible revenue
 - d) To focus solely on client satisfaction
4. What is the primary step in the process of project formulation?
 - a) Identifying and defining project objectives
 - b) Preparing the final project report
 - c) Conducting a post-implementation review
 - d) Acquiring project financing
5. Which of the following is a key purpose of project evaluation?
 - a) To assess the project's effectiveness and outcomes
 - b) To analyze and compare project bids
 - c) To promote the project to potential investors
 - d) To determine the project's break-even point

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**(K2)**

6. Define Entrepreneur.
7. List the scope of EDP.
8. List any two categories of Project selection.
9. What is project identification?
10. State the problems involved in incubation.

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the types of entrepreneurs.

(OR)

- b) Describe the problems faced by women entrepreneurs.

(CONTD.....2)

12.a) Discuss ID Phases. **(OR)**
 b) Report the factors affecting the growth of entrepreneur.

13.a) Explain the importance of scope, time and cost management in ensuring project Success. **(OR)**
 b) Analyze the potential risks in project management and their impact on project outcomes.

14. a) Describe the key factors involved in the identification and selection of a viable project. **(OR)**
 b) Apply market research techniques to identify potential project opportunities in a specific industry.

15. a) Explain the different sources of finance available for project funding. **(OR)**
 b) Apply various financial strategies to secure funding for a large-scale project in a competitive market.

SECTION – C (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)

16. a) Examine the functions and characters of entrepreneur. **(OR)**
 b) Discuss the role of entrepreneurship in economic development.

17.a) Apply the principles of entrepreneurship development to create a successful startup in a competitive market. **(OR)**
 b) Evaluate the effectiveness of government policies and programs in fostering Entrepreneurship development.

18. a) Design a project management plan that ensures the alignment of resources, timelines and stakeholder expectations. **(OR)**
 b) Evaluate the success of a project management approach in delivering the project objectives within the agreed constraints.

19.a) Prioritize different project ideas for selection and criteria that affect decision-making. **(OR)**
 b) Evaluate the effectiveness of your project selection process in ensuring long-term business success.

20.a) Compare different sources of finance for a project, such as equity, debt and grants. **(OR)**
 b) Evaluate the long-term implications of choosing different sources of finance on the project's profitability and sustainability.