

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022 ONLY)

( NO. OF PAGES: 2 )

22 UBM 511

REG.NO. :

**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)**

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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.

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