

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: MAY - 2025
SEMESTER - VI
Sub.: Entrepreneurship Development (BBA22-612)

Total Marks : 60

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

- Which of the following is a characteristic of successful entrepreneurs?
 - Risk-averse
 - Lack of passion for their business
 - Disregard for customer feedback
 - Flexibility and adaptability
- industries are backbone of Indian economy.
 - Small Scale
 - Medium Scale
 - Large Scale
 - Multinational
- Before staring any industry, it is very essential to judge the ----- and profitability of the proposed project.
 - Feasibility
 - Creativity
 - Simplicity
 - None
- CII stands for -----
 - Confederation of Internal Industry
 - Confederation of International Industry
 - Confederation of Indian Industry
 - Confederation of Internal Industry
- play a vital role in meeting the working capital needs of cottage and tiny industries.
 - RBI
 - ThePrimary Co-operative Banks (PCBs)
 - Multinational Banks
 - Private Sector banks

Q. 2. State True / False (05)

- For an entrepreneur there is no risk involved in buying an existing business.
a) True b) False
- An Entrepreneur must hesitate for personal or other reasons.
a) True b) False
- A business plan only needs to set specific sales objectives for the short term and long term.
a) True b) False
- A business plan only needs to set specific sales objectives for the short term and long term.
a) True b) False
- Entrepreneurship can be learned by anyone, it's not something that can simply learn in a classroom.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. NGO and Entrepreneurship Development
2. MSME

3. Women empowerment in the society
4. NIESBUD
5. An entrepreneur takes moderate risks and brings innovation

Q. 4. Answer in detail (Any Two) (20)

1. Write about 4 entrepreneurs whom you would like to follow and why.
2. Explain the characteristics of a successful entrepreneur.
3. How the small scale industries can assist in the development of any economy?
4. What is the role of the Entrepreneurship in economic development?

Q. 5. Case study (15)

An actual business model When a business owner (the franchisor) gives a license to another individual or company (the franchisee) to use their business idea, usually within a certain geographic area, This is known as a franchise.

The franchisee trades under the franchisor's name or trademark, sells the franchisor's goods or services, and gains access to the franchisor's assistance and support.

The franchisee often reimburses the franchisor with an upfront payment and a royalty based on a percentage of sales. The store it operates is owned by the franchisee. However, the franchisor retains authority over the marketing, sales, and use of their business concept.

Franchises of this type are offered by numerous well-known companies, including well-known names in industries like fast food, pet food delivery, auto repair, etc.

Questions:

1. What is the main benefit of opening a franchise?
2. What advantages does the franchisor enjoy?
3. Give two instances of franchise business models that are active in India.
