

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)/
BSC IN SPORTS MANAGEMENT (472)

EXAMINATION: MAY - 2026

SEMESTER - VI

Sub.: Entrepreneurship Development (BBA 22-612/ BBA 23-612/BBA15-612)

Date : 15/05/2026

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)

1. Entrepreneurship refers to the process of creating and managing a _____ venture.
 - a) Business
 - b) Government
 - c) Social welfare
 - d) Educational
2. A person who innovates within an existing organization is called an _____.
 - a) Entrepreneur
 - b) Intrapreneur
 - c) Manager
 - d) Investor
3. Venture capital is a form of _____ for startups.
 - a) Auditing
 - b) Acquisition
 - c) Financing
 - d) Taxation
4. Creativity and _____ are essential in entrepreneurship.
 - a) Imitation
 - b) Motivation
 - c) Immigration
 - d) Innovation
5. Angel investors provide _____ capital to startups.
 - a) Seed
 - b) Feed
 - c) Need
 - d) Greed

Q. 2. State True / False (05)

- [illegible]

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

1. Characteristics of entrepreneurs
2. Sources of business ideas
3. Importance of Creativity in Entrepreneurship
4. Women Entrepreneurs
5. Intrapreneur

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

1. Discuss the process of idea generation and opportunity identification.
2. Explain the elements of a business plan in detail.
3. Discuss various sources of startup funding.
4. Write about any 1 entrepreneur you admire and justify reasons for it.

Q. 5. Case study (15)

Riya, a young graduate, wants to start a **healthy snack startup** targeting urban consumers. She has identified increasing demand for organic snacks but is unsure about the feasibility of her idea. She needs to conduct market research, prepare a business plan, and identify funding sources.

Questions:

1. Identify the steps Riya should take to evaluate this business opportunity.
 2. Suggest key elements she should include in her business plan.
 3. Recommend suitable funding options for her startup.
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