

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2024

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) Entrepreneurship is the ability to do things differently.
- (ii) FDI stands for Foreign Divisional Investment.
- (iii) Diversification strategy is a strategy to grow by selling a new product to a new market.

(iv) In Leveraged Buyout there should be presence of debt capital.

(v) Acquisition is acquiring an existing business.

(b) Fill in the blanks : $1 \times 5 = 5$

(i) Second phase of entrepreneurship is

(ii) Detailed plan on new business idea is

(iii) MSME stands for Micro, Small and Enterprises.

(iv) Gram Udyog Vikas Yojana is beneficial for artisans living in

(v) The process and structure of any business revolves around its strategic

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

(a) Jugad

(b) Exporting

- (c) Initial phase of Entrepreneurship Development
- (d) Gordon Method
- (e) Underwriter
- (f) Pottery as Gram Udyog Vikas Yojana
- (g) Disadvantage of Franchising

3. Answer any ***four*** of the following in about **250** words each : 5×4=20

- (a) Who is an Angel Investor ?
- (b) What is Brainstorming ?
- (c) What is e-Biz Portal ?
- (d) How can an entrepreneur plan his time in better manner ? Explain its benefits.
- (e) What is the goal for initiatives like Start-up India ?
- (f) Explain Internal Funds as a source of financing.

4. Answer any **one** of the following questions in about **500** words : 10×1=10

- (a) What is a Business Plan ? Explain its features and contents.
- (b) Explain briefly, what is a Software Technology Park (STP). What are the services provided by STP ?

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