

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)
Term-End Examination
June, 2025**

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 : 5×1=5
- (i) Entrepreneurial challenges are adverse environments faced by entrepreneurs.
 - (ii) Licensing is about getting the right to deal in certain services for a period of time.
 - (iii) Principle of reanalysis is not periodic review of one's time management process.

(iv) Merger is a permanent change in structural formation of business.

(v) IPO stands for Initial Public Offering.

(b) Fill in the blanks : 5×1=5

(i) model of entrepreneurial development was suggested by Young.

(ii) groups are individuals providing information in a structured format.

(iii) plan covers not only financing activities but also investing activities.

(iv) VC stands for Venture

(v) A vision statement should be oriented

2. Briefly explain any *five* of the following questions in about **100** words each : 5×2=10

(a) Entrepreneurship

- (b) Crowd Funding
 - (c) Atal Incubation Centres
 - (d) Focus Groups as a source of idea generation
 - (e) Equity Financing
 - (f) Product Development Strategies
 - (g) Franchising
3. Answer any ***four*** of the following questions in about **250** words : 4×5=20
- (a) What is Brainstorming ?
 - (b) What are the different types of mergers ?
 - (c) Discuss different steps of marketing plan.
 - (d) Explain different types of Venture Capital Firms.
 - (e) Discuss the advantages of acquisitions.
 - (f) List the differences between vision and mission statements.

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

- (a) What is a Financial Plan ? How is it prepared ?
- (b) Briefly discuss the steps of opportunity assessment plan.

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