

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

Term-End Examination

June, 2026

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) Majority interest is the purchase of over 50 per cent of the equity in a foreign company.
 - (ii) When minutes of brainstorming sessions are compiled in form of manual, it is defined as brain writing session.

(iii) The full form of SWOT Analysis is Strength, Weakness, Orientation and Threat.

(iv) Atal Innovation Mission is spearheaded by the NITI Aayog.

(v) A penetration strategy focuses on the firm's old product in the market.

(b) Fill in the blanks : 5×1=5

(i) Entrepreneurship activities in social sector are _____ entrepreneurship.

(ii) In the checklist method, a new idea is developed through a list of probable _____.

(iii) _____ financing is the process of giving company money in exchange for ownership.

(iv) _____ strategy is the strategy to grow by selling a new product to a new market.

(v) Looking for a new opportunity is _____.

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

- (a) Direct Exporting
- (b) Idea Generation
- (c) Components of Business Plan
- (d) Venture Capital
- (e) Leveraged Buy Outs
- (f) Mission Statement
- (g) Forward integration

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

- (a) What are the types of Venture Capital Firms ?

- (b) What is the role of entrepreneurship in economic development ?
 - (c) Describe Entrepreneurship Development Models. Explain its significance.
 - (d) What are the contents of a business plan ? Discuss.
 - (e) How does Start-up India initiative helps nascent business ? Explain.
 - (f) Explain brain storming as a source of idea generation.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) What is time management ? Explain its basic features.
 - (b) What are rural entrepreneurship solutions ? Explain how they are beneficial for rural people.

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