

Course Code: 24BB4C06

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE  
(AUTONOMOUS)

II-BBA II-Semester Regular Examinations (BR24), June - 2026

ENTREPRENEURSHIP DEVELOPMENT(BBA)

Time: 3 hours

Max. Marks: 70

Question Paper consists of Part-A and Part-B  
Answer ALL the question in Part-A and Part-B

PART-A (10X2 = 20M)

		Marks	CO	BL
1. a)	Who is an entrepreneur?	(2M)	CO 1	L 2
b)	State one role of entrepreneurship in economic development.	(2M)	CO 1	L 1
c)	Define opportunity recognition.	(2M)	CO 2	L 4
d)	What is customer insight?	(2M)	CO 2	L4
e)	What is a business plan?	(2M)	CO 3	L 4
f)	What is a stand-up program?	(2M)	CO 3	L 4
g)	What is business incubation?	(2M)	CO 4	L 3
h)	What is uncertainty in business?	(2M)	CO 4	L 3
i)	What is new product development?	(2M)	CO 5	L 2
j)	What is organizational knowledge?	(2M)	CO 5	L 2

PART-B (5X10 = 50M)

2a.	Define entrepreneurship and explain its role in economic development.	(5M)	CO 1	L1
b.	Explain the traits and skills required to become a successful entrepreneur.	(5M)	CO 1	L1
(OR)				
3a.	Explain design thinking and its importance in entrepreneurship.	(5M)	CO 1	L1
b.	Explain Myths about entrepreneurs	(5M)	CO 1	L1

4a.	Explain the process of idea generation	(5M)	CO 2	L2
b.	Explain the concept of value proposition	(5M)	CO 2	L2
(OR)				
5a.	Explain the role of prototyping in entrepreneurship	(5M)	CO 2	L2
b.	Illustrate capstone project presentation	(5M)	CO 2	L2

6a.	Explain how a business model is translated into a business plan.	(5M)	CO 3	L4
b.	Discuss the role of institutional support in entrepreneurship development.	(5M)	CO 3	L4
(OR)				
7a.	Explain the role of government initiatives in promoting entrepreneurship.	(5M)	CO 3	L4
b.	Discuss the Role of SIDBI in Project Management	(5M)	CO 3	L4

8a.	Explain Incubation and Take-off	(5M)	CO 4	L3
b.	Explain the various problems faced by startups.	(5M)	CO 4	L3
(OR)				
9a.	Explain the causes and remedies of sick industries	(5M)	CO 4	L3
b.	Explain scalability and startup finance management.	(5M)	CO 4	L3

10a	Explain innovation management and its importance.	(5M)	CO 5	L2
b.	Discuss New Product Strategy.	(5M)	CO 5	L2
(OR)				
11a	Explain New Product Development process.	(5M)	CO 5	L2
b.	Explain the role of technology in innovation management.	(5M)	CO 5	L2

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V. Anandhi 13/4/20