



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Third Semester – Fall 2021

Roll No.

Paper: Entrepreneurship

Course Code: BBA-211

Time: 3 Hrs. Marks: 60

Q.1. Answer the following short questions

(6x5=30)

1. Part time and hybrid entrepreneurs
2. Solving problems as a way of opportunity identification
3. Industry and market feasibility
4. Operational plan
5. Guerilla and viral marketing
6. Internal business environment

Q.2. Answer the following questions

(3x10=30)

1. **Entrepreneurs are of various types. Explain them**
2. **What are major forms of feasibility analysis for entrepreneurs? Explain**
3. **Explain how a venture's financial strength can be assessed?**