

UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Third Semester - Spring 2022

Paper: Entrepreneurship Course Code: BBA-211

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Time: 3 Hrs. Marks: 60	J

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions

(6x5=30)

- 1. Young entrepreneurs
- 2. Opportunity identification
- 3. Product feasibility
- 4. Marketing plan
- 5. Bundling and odd pricing
- 6. Environmental scanning

Q.2. Answer the following questions

(3x10=30)

- 1. It is said that entrepreneurs identify opportunities that help them start business. Explain this statement and elaborate the follow up steps of process.
 - 2. What is feasibility analysis and how is it important for business start up
 - 3. What is Porter's five forces model and how it is used in market assessment?