



UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Entrepreneurship

MAX. TIME: 15 Min.

Course Code: BBA-211/GEN-21125 Part-I (Compulsory)

MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Select the best answer from given option.

(1x10=10)

1. A person who organizes, manages and assumes the risks of starting and operating a business to make a profit is called a(n):
 - a. Entrepreneur
 - b. Investor
 - c. Speculator
 - d. Small business person
2. According to the text, which of the following qualities will increase your chance of succeeding as an entrepreneur?
 - a. Vision
 - b. Risk orientation
 - c. Determination
 - d. All of these
3. Which of the following was not cited as a reason for starting a new business?
 - a. Independence
 - b. Challenge
 - c. Profit
 - d. Increase of leisure time
4. Mr. X is employed in a corporation to launch new products. He is a(n):
 - a. Entrepreneur
 - b. Intrapreneur
 - c. Innovator
 - d. Franchisor
5. Which of the following would be included in the business plan?
 - a. Capital required
 - b. Marketing plan
 - c. Management team
 - d. All of these
6. The form of business organization that has the largest sales volume is the:
 - a. Partnership
 - b. Corporation
 - c. Cooperative
 - d. None of these

P.T.O.

7. Which of the following is an advantage of a sole proprietorship?
- Ease of starting a business
 - Being your own boss
 - Pride of ownership
 - All of these
8. Organizations in a _____ mobilize their resources toward selling, advertising and other promotional efforts:
- Sales orientation
 - Marketing orientation
 - Product orientation
 - Production orientation
9. The first step in the marketing process is:
- Identify need
 - Test marketing
 - Conduct research
 - Build a relationship with customers
10. The two most dominant trends in business are:
- Downsizing and restructuring
 - Technology and globalization
 - Strategic alliances and joint ventures
 - None of these



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Course Code: BBA-211/GEN-21125 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q. 2 Give Short answers of the following questions:

(10×2=20)

1. What is Entrepreneurship?
2. Define estate planning?
3. What points we should keep in mind to study the market?
4. What is S Corporation?
5. Define business process reengineering?
6. What is SMEDA?
7. Enlist stages of product life cycle.
8. What is an idea?
9. Write down any four advantages of corporation?
10. What do you mean by operation planning?

Q.3 Explain the steps or procedure for buying an existing business.

(10)

Q.4 Explain the characteristics of entrepreneurs?

(10)

Q.5 What is Franchising? Explain the merits and demerits of franchising.

(10)