

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS- 2024

BBA-III Semester

COURSE CODE (CREDITS): 23BBWHS331 (04)

MAX. MARKS: 25

COURSE NAME: Entrepreneurship Development

COURSE INSTRUCTORS: TNS

MAX. TIME: 1 Hour 30 Minutes

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	SSE's constitute a vital and decisive segment of small scale sector, contributing to the nation's development in its own way. Explain the role of SSE's in the economic development.	CO-3	5
Q2	A growth strategy is a detailed outline that lists the actions businesses plan to take to expand operations, increase revenue and boost market reach. Discuss the different kind of growth strategies a business can consider.	CO-3	5
Q3	A business model is a framework that explains how an organization creates, delivers, and controls values, whether they are financial, social, or other types. According to you what are the three basic questions you would answer before designing a good business model	CO-4	5
Q4	Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities. Citing an example of a Women entrepreneur of your choice summarize her success story in about 1000 words.	CO-4	5
Q5	A Business Model is away by which a company sells its product to the customer. How does the C2C business model work? Give an example of an organization which has successfully used this model.	CO-4	5