

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS- 2024

BBA-III Semester

COURSE CODE (CREDITS):23BBWHS311 (4)

MAX. MARKS: 35

COURSE NAME: Entrepreneurship Development

COURSE INSTRUCTORS: TNS

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable assumptions wherever required.

Q.No	Question	CO	Marks
Q1	Elucidate on the nine points of The Business Model Canvas created by Alexander Osterwalder.	CO3	5
Q2.	<p>Retail entrepreneurship development in India: A case study of big bazaar: Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores. Many semi-rural areas have also witnessed entry of such organized retail outlets. Indian retail industry is currently estimated at US\$ 490 billion. India's retail market is expected to touch a whopping Rs 47 trillion (US\$ 782.23 billion) by 2016-17, expanding at a compounded annual growth rate (CAGR) of 15 percent. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000-January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population. Big Bazaar is credited with bringing organized mega retailing to India. The project was conceived as a uniquely Indian hypermarket in a format that combined the look, touch and feel of Indian bazaars with the comfort, convenience and quality that modern retailing brings. Launched in August 2001, Big Bazaar has now become the iconic destination of modern retailing for all sections of Indian consumers. There are more than hundred Big Bazaar stores in big cities as well as smaller towns like, Panipat, Palakkad, Ambala, Meerut, Kolhapur and Haldia. Attracting over 100 million customers every year, it has democratized shopping in India and become synonymous with great promotions that offer quality products at affordable prices. This typical Big Bazaar store offers over 1,60,000 products across categories like apparel, general. Questions:</p> <p>(a) What are the entrepreneurial opportunities you can find in retail sector in India?</p> <p>(b) How organized retailing has become more popular in big cities in India?</p> <p>(c) How Big Bazaar retail store would retain its business in today's competitive world among retail firms?</p>	CO4	15
Q3	What was the "Kakinada Experiment"? Discuss the major objectives and challenges of EDP's?	CO5	4+4+4
Q4.	How is business affected by a political, economic, and technological environment? Elucidate with the help of an example	CO5	3