JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

BBA & BCA-III Semester

COURSE CODE (CREDITS):23BBWHS331 MAX. MARKS: 15

COURSE NAME: Entrepreneurship Development

COURSE INSTRUCTOR: TNS MAX. TIME: 1 Hour

***Note:*** *All questions are compulsory.*

| Q.No | Question | CO | Marks |
|---|---|---|---|
| Q1 | Discuss the importance of PESTLE analysis in entrepreneurship. Illustrate with examples how each factor (Political, Economic, Social, Technological, Legal, Environmental) influences business decision-making. | CO[2] | 5 |
| Q2 | Describe the key components of a business plan. Why is a well-structured business plan critical for entrepreneurs in attracting investors and ensuring long-term sustainability? | CO[2] | 5 |
| Q3 | Explain the stages of the entrepreneurship process. How does each stage — from idea generation to enterprise growth — contribute to successful venture creation? | CO[1] | 5 |