Sr. No. of Question Paper	:	1820
Unique paper code	:	2923102002
Name of the Course	:	BA (H) Business Economics
Name of the Paper	:	Entrepreneurship (DSE)
Semester	:	III
Duration	:	3 Hours
Maximum marks	:	90 marks

Instructions for candidates

a. Write your Roll No. on the top immediately on receipt of this question paper.
b. Attempt any five questions.
c. All questions carry equal marks.

Q1. Explain the concept of Entrepreneurship.Differentiate between entrepreneurs and managers with examples. Is entrepreneurship same as intrapreneurship.

Q2. Discuss the different sources of business ideas.

Q3. Discuss the sources of funds available for an entrepreneur who proposes to start his online business by integrating his services by using AI. Also state the relevance of trademark for his entrepreneurial venture.

Q4. Explore the long-term implications of adopting an ethical and sustainable approach in entrepreneurship. Discuss potential risks of neglecting ethical considerations in the pursuit of profit.

Q5. The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economics in the worldin terms of purchasing power. 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.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 Sangli, Durgapur, 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.

(a) In the context of the above retailing case, explain the role of entrepreneurship for an economy.

(b) Discuss the attributes of an entrepreneur which are imperative for his success.

Q6. Develop a business plan to produce designer shoes for women meant for high-end customers.

Q7. Write short notes on **any two** of the following

(a) Venture capital

(b) Concept of sustainability

(c) Role of Creativity