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Total No. of Printed Pages: 1

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BFA –MFA (Applied Arts) (Semester – 3rd)
INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING
Subject Code: BBAD0F97
Paper ID: [OE1460118]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a How India does's growing middle class influence entrepreneurial opportunities?
- b How does cultural diversity impact business strategies for entrepreneurs in India?
- c How does political stability affect entrepreneurial investment decisions?
- d Define an entrepreneur and give any four examples from India.
- e What is CSR?
- f What are components of SWOT Analysis, discuss in brief.
- g Highlight important features of "Startup India".
- h What is Pradhan Mantri Mudra Yojna?
- i Name any four government initiatives for MSME
- j What are benefits of EDPs?

Section – B

(5 marks each)

- Q2. Discuss how the political climate influences factors such as regulatory approvals, taxation policies, subsidies, and government incentives for new businesses.
- Q3. How are managers and Entrepreneurs different? What are some of the common barriers to the successful execution of EDPs?
- Q4. How does motivation influence the process of entrepreneurship development, particularly in terms of an individual's willingness to take risks and innovate?
- Q5. How are Entrepreneurship Development Programs designed to address the needs of aspiring entrepreneurs? Discuss the key components of an effective EDP.
- Q6. How do government policies and initiatives support the growth and development of SMEs and SSIs in India?

Section – C

(10 marks each)

- Q7. How does the current business environment in India, including factors such as economic policies, regulatory frameworks, access to finance, infrastructure, and socio-cultural trends, influence the growth and sustainability of entrepreneurial ventures?
- Q8. How has globalization influenced the emerging entrepreneurial environment, and what are the key opportunities and challenges for entrepreneurs in a globally interconnected economy?
- Q9. How do government schemes and initiatives, such as Startup India, Make in India, and Pradhan Mantri Mudra Yojana, contribute to promoting entrepreneurship in India? Discuss in detail.