

No. of Printed Pages : 5

BSM-017

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2025

BSM-017 : SERVICE ENTREPRENEURSHIP

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

1. (a) State whether the following statements

are True or False : 5×1=5

(i) The other name of Bricolage is

Jugad.

- (ii) Modern is a type of entrepreneurial development model.
- (iii) Attribute Listing is developing a new idea by looking only at the positives.
- (iv) Business angels are individuals who operate in the unregulated risk-capital market.
- (v) The process and structure of any business revolves around its strategic plan.

(b) Fill in the blanks : 5×1=5

- (i) Entrepreneurship activities in service sector are entrepreneurship.

- (ii) The first step of opportunity assessment plan is identification of
- (iii) The full form of IPO is Initial Offer.
- (iv) To qualify for Start-Up India, an organization must have its headquarters in
- (v) venture is two or more companies forming a new company.

2. Briefly explain any *five* of the following in about **100** words each : 5×2=10

- (a) Initial phase of Entrepreneurship Development
- (b) Characteristics of Entrepreneurship
- (c) Gordon Method

- (d) Government Grants
- (e) Atal Tinkering Labs
- (f) Vision Statement
- (g) Backward Integration

3. Answer any *four* of the following questions in about **250** words each : 4×5=20

- (a) What are the market development strategies adopted for new products ?
- (b) How is debt or equity financing done ?
- (c) Discuss the features of a Business Plan.
- (d) What are the skills of a successful entrepreneur ?
- (e) Define Joint Venture and discuss the various types of joint ventures.
- (f) What are the advantages and disadvantages of acquisition ?

4. Answer any *one* of the following questions in about **500** words : 1×10=10

(a) Define Franchising and discuss the advantages and disadvantages of franchising.

(b) What is Entrepreneurship Skill Development Programme ? Explain its benefits.

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