

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)  
Term-End Examination  
June, 2025**

**BSM-017 : SERVICE ENTREPRENEURSHIP**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. (a) State whether the following statements are True or False : 5×1=5
- (i) Entrepreneurial challenges are adverse environments faced by entrepreneurs.
  - (ii) Licensing is about getting the right to deal in certain services for a period of time.
  - (iii) Principle of reanalysis is not periodic review of one's time management process.

(iv) Merger is a permanent change in structural formation of business.

(v) IPO stands for Initial Public Offering.

(b) Fill in the blanks :  $5 \times 1 = 5$

(i) ..... model of entrepreneurial development was suggested by Young.

(ii) ..... groups are individuals providing information in a structured format.

(iii) ..... plan covers not only financing activities but also investing activities.

(iv) VC stands for Venture .....

(v) A vision statement should be ..... oriented

2. Briefly explain any *five* of the following questions in about **100** words each :  $5 \times 2 = 10$

(a) Entrepreneurship

- (b) Crowd Funding
  - (c) Atal Incubation Centres
  - (d) Focus Groups as a source of idea generation
  - (e) Equity Financing
  - (f) Product Development Strategies
  - (g) Franchising
3. Answer any *four* of the following questions in about **250** words : 4×5=20
- (a) What is Brainstorming ?
  - (b) What are the different types of mergers ?
  - (c) Discuss different steps of marketing plan.
  - (d) Explain different types of Venture Capital Firms.
  - (e) Discuss the advantages of acquisitions.
  - (f) List the differences between vision and mission statements.

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

- (a) What is a Financial Plan ? How is it prepared ?
- (b) Briefly discuss the steps of opportunity assessment plan.

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