



ASSIGNMENT

DRIVE	SPRING 2014
Program	BBA
Semester	5
Subject code & name	BBA505 - Entrepreneurship Management
Credit	2
Book ID	B1853
Max. Marks	30

Note: Answer all questions. Each question is followed by evaluation scheme.

Q. No	Questions	Marks	Total Marks
1	Define 'entrepreneurship'. Describe the characteristics of an entrepreneur.		
	Definition of entrepreneurship Characteristics of an entrepreneur	3 7	10
2	What is meant by business plan? Describe the contents of a business plan.		
	Meaning of business plan Contents of a business plan	3 7	10
3	Write short notes on the following: 1. Marketing the new venture 2. Strategies for growth		
	Marketing the new venture Strategies for growth	5 5	10