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## JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

## TEST -1 EXAMINATION- 2025

B.B.A-III Semester

COURSE CODE (CREDITS):22BBWHS331 (4)

MAX. MARKS: 15

COURSE NAME: Entrepreneurship Development

COURSE INSTRUCTORS: TNS

MAX. TIME: 1 Hour

**Note:** (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	Write a short note on a woman entrepreneur you admire.	CO1	3
Q2	Entrepreneurship is the pursuit of market opportunities to produce innovative goods and services. Discuss the entrepreneurial process in detail.	CO1	4
Q3.	a. Why market analysis is important for an enterprise?	CO2	2
	b. How a business opportunity can be identified.		2
Q4.	Being a young entrepreneur, write a detailed Business plan for your new enterprise.	CO2	4