

## 5<sup>th</sup> Semester End Term Examination: Dec - 2022.

: Entrepreneurship Development

Course : BBA Full Marks : 70

Subject

Roll No: ..... Time : 3 Hours.

[12x1=12]

9/12/22

#### Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with</u> <u>the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.

## Multiple Choice Questions PART - A [1] 1. i) One of the characteristics that differentiate Entrepreneur from other is

1			
a) Risk taking Attitude	b) Friendly Nature		
c) Very Good Personality	d) None of the above		
ii) The Risk taking aspect of an Entrepreneur has been emphasized by			
a) Richard Cantillon	b) Joseph Schumpeter		
c) J. B. Say	d) None of these		
iii) Entrepreneur as "Manager and Coordina	a) None of mese		
a) J.B. Say	ator of Resources" was introduced by		
	b) Richard Cantillon		
c) Joseph Schumpeter	d) None of these		
iv) "M" in MSME stands for			
a) Middle	b) Medium		
c) Maiden	d) Maximum		
v) The Top most institution that develops and provides short term training courses			
in entrepreneurship is	in provides short term training courses		
a) SIDBI	1111010		
	b) NSIC		
c) NIESBUD	d) BOI		

vi) Why it is said "Entrepreneurs are Importa	nt for Economy"	
vi) Why it is said Entrepreneurs are important	b) They contribute in GDP	
a) They are Human being	d) None	
c) They are always in News vii) The category of Entrepreneurs who adop	t changes with caution in their enterprise	
are:	b) Imitative Entrepreneurs	
a) Innovating Entrepreneurs	d) Drone Entrepreneurs	
c) Fabian Entrepreneurs viii) Which is not Risk to start business		
a) Changes in Customer Preferences	b) Increased Competition in all	
(Jeans to Ready-Made)	Industry	
Classin Eachion	d) Friend Circle changing	
:.) Which statement is invalid - "Entrepreneurship is important because -		
a) It adds up to GDP	right	
<ul><li>c) It brings innovation for some people</li><li>x) The head Quarter for NIESBUD is in</li></ul>	d) It increases Employment	
x) The head Quarter for TVILODOD IS at	b) Kolkata	
a) NOIDA c) Mumbai	d) Ahmedabad	
xi) How many minimum no of persons are r	equired to form a Pvt Ltd co	
a) 1	b) 2	
c) 3	d) 4	
xii) One of these is a Myth about Entreprene	eurship –	
a) I needs money to start	b) It need Idea	
c) It has Risk involved	d) None	
PART	<u><b>Г-B</b></u>	
A server envy FOUR out of SIX	[4x7=28]	

#### Answer any FOUR out of SIX

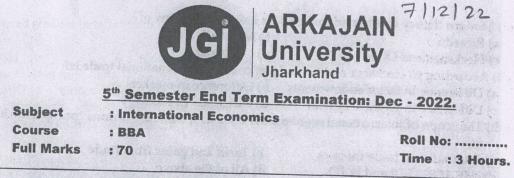
- 2. Explain what Project Report is. What are the different parts of Project Report? Why is it important?
- 3. Explain various point in a Business Plan in complete.
- 4. Discuss the challenges faced by Entrepreneurs in start and running the venture.
- 5. "Entrepreneurs play a very important role in development of economy" explain
- 6. Discuss different stages of formation and success for a firm.
- 7. Mentioned various Sources of Finance to start a business.

#### PART - C

## Answer any TWO out of FOUR

- 8. What are Venture Capital and Angel Investors? How do they help entrepreneurs
- 9. Explain various sources of Funds for starting and running the business for a
- entrepreneur. 10. "An Entrepreneur is an Individual with different attitude and Mind set" explain.
- 11. List various reasons for sickness in Industrial Units.

[2x15=30



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#### PART - A

#### [12x1=12]

1. i) Who propounded the opportunity cost theory of international trade?

a) Ricardo

b) Marshall

c) Hecksher

d) Haberler

ii) A tariff

**Multiple Choice Questions** 

a) Increases the volume of trade b) Reduces the volume of trade

c) Has no effects on volume of traded) Both a and c

- iii) Which is not an advantage of international trade?
- a) Export of surplus production b) Import of defense material
- c) Dependence on foreign countries d) Availability of cheap raw material
- iv) Theory of comparative cost advantage was presented by a) Adam amith

	b) Ricardo
c) Hicks	d) Ohlin

- v) Foreign trade creates among countries?
  - a) Conflicts
  - b) Cooperation c) Hatred d) Both a and b

a) Ricardo	b) Marshall	
c) Hecksher and Ohlin	d) Haberler	
vii) According to Hecksher and Ohlin b	pasic course of international trade is?	
a) Difference in factor endowments	b) Difference in markets	
c) Difference in physical system	d) Difference in ideology	
viii) The scope of international econom	ics is wide as it includes various concepts Such	
as:		
a) International trade theories	b) Tariff and gains from trade	
c) IMF, IBRD FDI and WTO	d) All of the above	
ix) International trade and domestic tra	ide differ because	
a) Trade restriction	b) Immobility of factors	
c) Different government policies	d) All of the above	
x) What would be encouraging trade be	etween two countries?	
a) Different tax system	b) Frontier check	
c) National currencies	d) Reduced tariff	
xi) This is an advantage of foreign trad	e	
a) We can preserve our	b) New technology comes to country	

- a) we can preserve our national recourse
- c) People need not go abroad d) we can get and use foreign currencies
- xii) David Ricardo presented the theory of international trade called?
  - a) Theory of absolute advantage

c) Theory of equal advantage

of international trade called?

[4x7=28]

[2x15=30]

- b) Theory of comparative advantage
- d) Theory of total advantage
- d) Theory of total advantage

#### PART - B

Answer any FOUR out of SIX 2. Distinguish between fixed and flexible exchange rates.

vi) Modern theory of international trade is based in the view of?

- 3. Explain international trade as an engine of economic growth.
- 4. Write a brief note on IMF. Explain the role of the IMF.
- 5. What do you mean by the balance of payment? What are the measures to correct disequilibrium in BOP?
- 6. Write all important subject matters of international economics.
- 7. Explain the concept of the Ricardian theory of international trade.

#### PART - C

#### Answer any TWO out of FOUR

- 8. Explain the concept of Adam smith's theory on international trade.
- 9. Define exchange rate. Explain the advantage of this concept and how exchange rates are determined.
- 10. Define tariff and non-tariff barriers to trade. Also, explain tariff quota partial equilibrium analysis.
- 11. What is meant by terms of trade? Explain the factors that influence its determination.



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# 5<sup>th</sup> Semester End Term Examination: Dec - 2022. Subject : Consumer Behaviour (Marketing) Course : BBA Roll No: ..... Full Marks : 70 Time : 3 Hours.

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- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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#### PART - A

Multiple Choice Questions	[12x1=12]
<ol> <li>i) Any individual who purchase end-use is called a</li> </ol>	s goods and services from the market for his/her
a) Customer	b) Purchaser
c) Consumer	
ii) Needs of customers are trigge	ered by
	b) External stimuli.
c) Both a & b	d) None of above
<li>iii) Maslow's hierarchy of needs, considered motives.</li>	, food, water, sleep, and to an extent, sex, are
a) Safety	b) self-actualization
c) Physiological	d) Belongingness.
iv) According to Freud, which o	f the following is our conscious self?
	b) Ego
c) Ego	d) None of the above
v) The emotional component of	attitude is called
	b) Conation
c) Affect	d) None of the above
Children Provident Provident Provident	of a factor of the state of the
	the state million

vi) Which of the following will i	influence an individual's perceptions?
a) r revious experiences.	b) Individual needs
c) Sensory limitations.	d) All of the above
vii) The set of shared beliefs, bel of people is called	naviours and attitudes associated with a large grou
a) Religion	b) Culture
c) Social Framework	d) Ethics
viii) Which of the following is N	OT a stage in acculturation?
a) Honeymoon	b) Rejection
c) Quittance	d) Confidence
ix) The groups we see occasional	ly, with whom we have a shared interest, are calle
	iy, whit whom we have a shared interest, are calle
a) Primary groups	b) Secondary groups
c) Familiarity groups	d) Tertiary groups
x) Those who seek out new intell	lectual experiences are called
a) cognitive innovators	b) Sensory innovators
c) Attitudinal innovators	d) Intelligent
xi) Which of the following would	be the best illustration of a subculture?
a) Religion	b) Group of close friends
c) Your university	d) Fraternity on concrite
xii) Motives which are driven by	learning, perception and attitude are known as
a) Emotional motives	b) Patronago motives
c) Psychological motives	b) Patronage motives
, , G-our moures	d) Rational motives

#### PART - B Answer any FOUR out of SIX

## 2. Write a short note on Buyer's Black Box.

- 3. Define perception. Discuss the role of extrinsic cues and intrinsic cues in the perceive quality of a product.
- 4. Discuss the different Types of Buying Situations, in brief.
- 5. What do you mean by Diffusion of Innovation?
- 6. Discuss the concept of need, want & Demand with practical example.
- 7. What is social class? Explain its influence on consumer behaviour.

#### PART - C

#### Answer any TWO out of FOUR

[2x15=30]

[4x7=28]

- 8. Explain in detail the different factors which affect consumer behaviour? Produce practical example to explain your point?
- 9. What do you understand by the Term 'Personality'? Explain the Various Determinants of 'Individual Personality'.
- 10. Explain the concept of Family Life Cycle? Recommend how companies can position their product/services with respect to different stages of FLC?
- 11. Write short notes on
  - a) Living Standard Measures (LSM).
  - b) Demographic Profile.



## 5th Semester End Term Examination: Dec - 2022.

: International Finance (Finance)

Course

**Subject** 

: BBA

Full Marks : 70

Roll No: ..... Time : 3 Hours. 5.

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Multiple Cl. 1 O PART -	A
Multiple Choice Questions	[12x1=12]
<ol> <li>i) Theory of absolute advantage focuses of a) Product or commodity that a country has in abundance or at advantage</li> <li>c) No bars on trade and tariffs</li> </ol>	on b) Product or commodity that a country has less in volume. d) None of these
<ul> <li>ii) International trade promotes</li> <li>a) Economic growth of countries</li> <li>c) Fosters long term relationships</li> <li>iii) Historically high trade tariffs and taxe</li> <li>a) Imports</li> </ul>	b) Contributes in GDP d) All of these s discourages
c) Both of the above iv) World bank was established in the yea a) 1940 c) 1950	b) Exports d) None of the above r b) 1945 d) 1955

- v) Headquarters of world bank is in b) New Jersey a) Las Vegas c) Washington D.C d) None of the above vi) BOP stands as b) Balance of period a) Balance of payables c) Balance of product d) Balance of payment vii) Financial account under BOP consists of a) Investment flows c) Transfer of capital viii) WTO was formed in the year a) 1995 b) 1998 c) 1992 d) 1985 ix) ADB is abbreviated as a) American Development Bank b) Asian Development Bank c) Australian Development Bank d) None of these x) HQ of IMF is located at b) South Africa a) Washington D.C d) Sydney c) Morocco xi) FOREX market is a 24 hour market b) False a) True c) Can't say d) None of the above
- xii) Suppose you are a member of export import policy committee: you would the money supply to revive the country's trade
  - a) Restrict c) Double

- b) Release
  - d) None of these

#### PART - B

#### Answer any FOUR out of SIX

- 2. Explain the terms: DII, FII, Exports & Inflation.
- 3. Economic scenario also impacts the international flow of funds. Explain
- 4. Explain the terms: Wire transfers, Cash pooling & netting.
- 5. What is HO theory? Explain with examples.
- 6. What do you mean by Bid price & Ask price? Give the working formulae of Bid-Ask spread
- 7. What is 'Diversification'. Elaborate

#### PART - C

#### Answer any TWO out of FOUR

- 8. What are the factors which affects international trade?
- 9. Find the value of "Beta" from the following given information: Expected return-19.5%

Market return- 13.50% &

Risk free return- 5.5%

10. What do you understand by systematic & unsystematic risk? Validate your answer with proper examples.

11. Write a brief account on International Monetary Fund

[4x7=28]

[2x15=30]

- b) Flow of goods & services d) None of the above