

**B.V. Patel Institute of Business Management, Computer & Information Technology,  
Uka Tarsadia University  
2<sup>nd</sup> Internal Examination, TY BBA 5th Semester  
(030030508): Entrepreneurship development**

**Marks: 50**

**Date: 10/10/2017**

**Time: 2 hrs.  
[10]**

**Q-1 Answer the following. (Any Five)**

1. What is meant by viral marketing?
2. List any four reasons of failing business plan.
3. What is demand and markup pricing?
4. State any four advantages of a sole proprietorship.
5. What is meant by virtual organization?
6. What are the reasons to prepare cash flow statement?

**Q-2 Answer the following. (Any Two)**

**[20]**

1. What key points would you make in an investor's presentation?
2. Describe various techniques for bootstrapping that could use if you started a company.
3. Discuss about typical format and contents involved, to formulate effective business plan.

**Q-3 Answer the following in detail. (Any Two)**

**[20]**

1. What are the categories and steps involved in preparing financial budget?
2. Write short note on followings
  - a. One-to-one marketing
  - b. Market segmentation
3. Explain the key factors in case of hiring and firing key people.