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| **SESSION** | **SEPTEMBER - OCTOBER 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3114 ENTREPRENEURSHIP** |
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**Assignment Set – 1**

**1. What do you mean by entrepreneurship? How does Entrepreneurship contribute to economic growth and Development?**

**Ans 1.**

**Entrepreneurship**

Entrepreneurship refers to the process of identifying, developing, and bringing a new business idea to life. It involves the ability to recognize opportunities, take risks, and innovate to solve problems or meet needs in the market. Entrepreneurs are individuals who initiate, organize, and manage businesses, often introducing new products, services, or methods. They leverage their creativity and resources to generate value, whether in the form of economic wealth, employment, or societal impact.

Entrepreneurship is not confined to starting a new business; it also encompasses innovation within existing businesses, known as intrapreneurship. Entrepreneurs typically display

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**2. Write short notes on: A) Make in India b) Startup India**

**Ans 2.**

**a) Make in India**

**Make in India** is an initiative launched by the Government of India in September 2014 to transform the country into a global manufacturing hub. The campaign aims to encourage both domestic and foreign companies to invest in India's manufacturing sector. It focuses on enhancing skill development, fostering innovation, and building high-quality infrastructure to support industries.

The Make in India program targets 25 key sectors, including automobiles, biotechnology, electronics, textiles, and renewable energy. By promoting ease of doing business and reforming

**3. What are the characteristics of an entrepreneur. Describe the various Exit strategies undertaken by an entrepreneur.**

**Ans 3.**

**Characteristics of an Entrepreneur**

Entrepreneurs possess distinct qualities that enable them to identify opportunities, take risks, and build successful businesses. These characteristics play a crucial role in shaping their ability to navigate challenges and drive innovation.

* **Visionary Thinking** Entrepreneurs have a clear vision of what they want to achieve. They set long-term goals and strategize effectively to bring their ideas to life. This

**Assignment Set – 2**

**4. Write short notes on:**

**a. Franchising Business model**

**b. Brick and Mortar Business Model**

**Ans 4.**

**a) Franchising Business Model**

The **franchising business model** is a popular strategy where a business owner, known as the franchisor, grants the rights to an individual or entity, called the franchisee, to operate under their established brand name and business system. In this model, the franchisee pays an initial franchise fee and ongoing royalties to the franchisor in exchange for using the brand and receiving support.

Franchising provides a mutually beneficial arrangement. The franchisor benefits from expanding their brand presence and generating revenue without directly managing additional

**5. What do you understand by the term “Social Entrepreneurship”. Discuss a few examples.**

**Ans 5.**

**Social Entrepreneurship**

**Social entrepreneurship** refers to the practice of identifying and addressing social, cultural, or environmental issues through innovative and sustainable business models. Unlike traditional entrepreneurship, which focuses primarily on profit-making, social entrepreneurship aims to create a positive impact on society while maintaining financial viability. Social entrepreneurs use entrepreneurial principles to develop solutions that tackle pressing societal challenges, such as poverty, education, healthcare, or environmental sustainability.

A key characteristic of social entrepreneurship is its dual focus on social impact and s

**6. Discuss any four common characteristics of high-growth new ventures. Explain different stages of business. In which stage is harvesting possible.**

**Ans 6.**

**Four Common Characteristics of High-Growth New Ventures**

High-growth new ventures, often referred to as startups, exhibit specific characteristics that set them apart and drive their rapid growth. These include:

**1 Innovative Business Model** High-growth ventures often introduce disruptive innovations or unique solutions to address unmet market needs. Whether through new technologies, processes, or service delivery methods, innovation fuels their competitive advantage and scalability.

**2 Scalability** These ventures are designed for rapid expansion. Their business models allow