

**JK Lakshmipat University Jaipur**  
**INSTITUTE OF MANAGEMENT**  
End Term Examination, 2024  
B.B.A., Semester I, 2024-2027

Roll No.....

ED1109: INTRODUCTION TO ENTREPRENEURSHIP

Time: 2.5 hour

Max. Marks: 40

**Instructions to students:**

1. Do not write anything other than your roll number on question paper.
  2. Mention all the rationale for your answers clearly.
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- Q.1 Explain the concept of social entrepreneurship and how it differs from traditional entrepreneurship. Illustrate with an example of a successful social enterprise in India. 4+4  
marks  
(L.O. 2,3)
- Q.2 Explain the role of the Khadi and Village Industries Commission (KVIC) in promoting rural entrepreneurship. 5 marks  
(L.O.3)
- OR**
- Discuss the role of NABARD in promoting self-employment among rural youth
- Q.3 What are the primary differences between Micro, Small, and Medium Enterprises (MSMEs)? How do MSMEs contribute to the economic development of India? 3+5  
marks  
(L.O.6)
- Q.4 Discuss the key challenges faced by rural entrepreneurs in India. Provide examples of how these challenges can be overcome. 6 marks  
(L.O.5)
- Q.5 Explain the concept of **Udyam Registration** and its significance for Micro, Small, and Medium Enterprises (MSMEs) in India. 5 marks  
(L.O.4)
- OR**
- Explain the **Bhaskar Initiative** and its role in promoting entrepreneurship.
- Q.6 Define a **Startup** in the context of Indian entrepreneurship. Discuss the **key pillars of support** under the **Startup India Initiative**. 3+5  
marks.  
(L.O.1)