

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
ENTREPRENEURSHIP; BA (H)-512 (PART B)  
BBA – VI**

**Date: June 15, 2015**

**Max Time: 90 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 05 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1. Graphically illustrates the level of investment risk as assumed by entrepreneur and stages of development of entrepreneurial venture?
- Q.2. Briefly explain the role of environmental school of thought for developing an entrepreneur?
- Q.3. What are the phases of entrepreneurial process?
- Q.4. Briefly explain the elements of industry, in view of Michael E.Porter five forces model?
- Q.5. What are the key steps that are particularly helpful for developing a entrepreneurial marketing plan?
- Q.6. What distinction among the classical management, strategic management and entrepreneurial management?
- Q.7. Write short notes on **Any Two** of the following.
1. SMEs
  2. Sources of innovations
  3. Harvest strategy

**END OF SUBJECTIVE PAPER**