



QP CODE: 25019443

Reg No :

Name :

**B.Sc DEGREE (CBCS) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

B.Sc Apparel and Fashion Design Model III

Complementary Course - AF4CMT07 - ESSENTIALS OF ENTREPRENEURSHIP

2017 Admission Onwards

45393EF2

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define entrepreneur.
2. What is organising?
3. Define imitative entrepreneur.
4. Which are the non-economical factors affecting entrepreneurship growth?
5. Which are the psychological factors affecting entrepreneurship growth?
6. What are the functions of women entrepreneur?
7. What are the nine parts of a standard business plan?
8. Write down the classification of export documentation with the help of flow chart.
9. Write about the disadvantages of air transportation.
10. What is e-entrepreneurship?
11. Write any 4 benefits of e-business category.
12. Write any four limitations of E-marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the difference between manager and entrepreneur.
14. Explain the qualities of an entrepreneur.
15. Explain about the factors contributing entrepreneurship.
16. Explain about the cultural factors contributing entrepreneurship.
17. Write about the women empowerment initiatives.
18. What is business plan? Explain with an example.
19. Write about benefits and drawbacks of franchising.
20. Write about the drawbacks of selling product through internet.
21. Explain E-customer service.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain about entrepreneurship, with an example and write about the concept of entrepreneurship with a proper definition.
23. Write about the problems faced by women entrepreneurs.
24. Write an essay on exit strategy in business.
25. Write an essay on niche marketing.

(2×15=30)

