B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

IBS6G3T - INTRODUCTION TO BUSINESS STUDIES

Common for B.Voc Sustainable Agriculture and B.Voc Food Processing Technology

2018 Admission Onwards

52472B1E

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Who is an innovative entrepreneur?

2. What is classical economist's view about role of entrepreneurs in economic development?

3. Define low-tech entrepreneur.

4. Differentiate between sole proprietorship and partnership.

5. Define mediun-scale entrepreneur.

6. What is a project report?

7. Define seed capital.

8. What are SSI units?

9. Expand the term SISI.

10. Expand the term IDBI.

11. Expand the term CPM.

12. Write down the main marketing strategies.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What do you know of the classification of entrepreneurs on the basis of the use of technology?

14. How will you choose right business for you?

15. Write a short note on import substitution.

16. What are the features of a project?

17. What are the objectives of EDII?

18. Discuss in detail about the main features of NEDB.

19. Write a short note on material management in an industry.

20. Write in detail about the various pricing policy.

21. What is customer relationship management?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the need and significance of women entrepreneurship.

23. Explain various approaches,Principles of product selection and development.

24. Enumerate the various incentives available to entrepreneurs in India.

25. Discuss PERT and CPM as the most important in network analysis.

(2×15=30)