

TM154480A

Reg. No:.....

Name:.....

**M. Sc. DEGREE (C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - HOME SCIENCE**  
**(RESOURCE MANAGEMENT AND INTERIOR DECORATION)**  
**RM4E01TM - ENTREPRENEURSHIP MANAGEMENT FOR WOMEN**

**Time: Three Hours**

**Maximum Marks: 75**

**PART A**

**I. Answer any five of the following. Each question carries 3 mark**

1. Who is a women entrepreneur?
2. Explain Standardization?
3. Define the terms costing and pricing?
4. What are industrial laws?
5. Explain the prerequisites for setting up of an enterprise?
6. Explain the factors affecting entrepreneurial growth?
7. What are the causes for the failure of enterprises?

**(5x3=15)**

**PART B**

**II. Answer any six of the following. Each question carries 5 marks.**

8. What are the procedures involved in registering a business enterprise?
9. Explain the necessity for book keeping and accounting?
10. Define Quality control? Write a note on the measures available for maintaining and improving quality of the products?
11. What are the challenges faced by women entrepreneurs?
12. Write a note on the factors influencing industrial sickness in our country?
13. Comment on the ongoing entrepreneurship development programmes in India?
14. Define entrepreneurship? Explain the types of enterprises?

**(6x5=30)**

**PART C**

**III. Answer any two of the following. Each question carries 15 marks.**

15. Prepare a project proposal for setting up a boutique in your locality?
16. Discuss on the business and industrial laws involved in running an enterprise?
17. Describe on the basic principles and techniques in organizing workers for better performance in an enterprise?
18. Explain the role of marketing in bringing up a new product? Discuss on the factors influencing the marketing of a new product with reference to standardization, packaging and advertisement?

**(2x15=30)**