B. Sc. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 2018
(2014 Admission Supplementary)
SEMESTER IV- COMPLEMENTARY COURSE
(APPAREL AND FASHION DESIGN)
FD4EE – ESSENTIALS OF ENTREPRENEURSHIP

Time: Three Hours   **Maximum Marks: 80**

PART A

I   Answer all questions. Each question carries 1 mark.

1.   What is entrepreneurship?
2.   List any 3 modes of transportation?
3.   What is franchising?
4.   Define social entrepreneurs?
5.   List any 2 famous Indian entrepreneurs?
6.   Mention any 1 quality of a successful entrepreneur?
7.   Who is an imitating entrepreneur?
8.   Define entry strategy?
9.   List down any 3 economic factors contributing entrepreneurship?
10. Name any 1 franchisee dealing with fashion retail?

(10x1=10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. Explain entry strategy?
12. List down any 2 approaches in women empowerment?
13. Explain any 2 modes of payment?
14. Define the concept of entrepreneurship?
15. Explain any 3 principal documents in exporting?
16. Explain Fabian and social entrepreneurs?
17. Explain any 2 functions of an entrepreneur?
18. Explain any 1 economic and non- economic factor contributing entrepreneurship?
19. What is E- business?
20. Explain any 2 features of entrepreneurs?
21. Explain niche marketing?
22. Explain financial assistance in franchising?

(8x2=16)

PART C

III. Answer any six questions. Each question carries 4 marks.

23. Explain the steps to be followed by an entrepreneur in leaving an existing business?
24. Explain any 4 benefits of franchising?
25. Explain entry and exit strategy?
26. Explain the importance of women empowerment?
27. Explain any 4 features of entrepreneurs?
28. Explain modes of payment?
29. Explain any 4 drawbacks of franchising?
30. Explain modes of transportation with advantages and disadvantages?
31. Explain the steps involved in online customer service?

(6x4=24)

PART D

IV. Answer any two questions. Each question carries 15 marks.

32. Explain global and national initiated for women empowerment?
33. Explain types and benefits of franchising?
34. Explain the types, functions and features of entrepreneurs?
35. Explain business plan and strategies?

(2x15=30)