

TB206900W

Reg. No :

Name :

B. Sc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023
(2020 Admission Regular)
SEMESTER VI - CORE COURSE (NUTRITION AND DIETETICS)
ND6B15B20 - ESSENTIALS OF ENTREPRENEURSHIP

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Explain the role of an entrepreneur.
2. Quality of labor is important in the success of a business. Explain.
3. Explain any two ways in which market for a product can be improved.
4. Explain the role of family and their support in entrepreneurship.
5. Explain TREAD.
6. Discuss the functions of women entrepreneurs.
7. Explain 'Stree Shakti Package for Women Entrepreneurs'.
8. Define auxiliary documents. Give example.
9. Explain any two disadvantages of franchising.
10. Define SOP in franchising.
11. Explain how an e-business can take care of the e-customer.
12. Explain B2B commerce with example.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Discuss on different types of entrepreneurs.
14. Explain promotion and operation in a business.
15. Explain how optimum procurement of raw materials is important in the promotion of a business.
16. Explain any 5 national initiatives taken to promote women entrepreneurship.
17. Explain the role of women entrepreneurs.
18. Explain bill of entry.
19. Discuss on licensing.
20. Explain any 5 advantages and disadvantages of franchising.
21. Explain the advantage and disadvantage of niche marketing.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Discuss economic factors and non-economic factors contributing to entrepreneurship.
23. Explain the concept of women entrepreneurship.
24. Explain the disadvantages of franchising.
25. Elaborate on online marketing. Explain the common e-entrepreneurship mistakes.