

TB244403Q

16-4

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - COMPLEMENTARY COURSE 2 (APPAREL BUSINESS)
FD4C02B18 - Essentials of Entrepreneurship

9

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. List out the characteristics of Entrepreneurship.
2. State on how education helps in entrepreneurship.
3. Explain about attitude of the society towards Entrepreneurship.
4. Describe the importance of raw materials in an enterprise.
5. Who are women entrepreneurs?
6. Explain any 2 problems faced by women entrepreneurs.
7. Explain any 1 global initiative taken towards women empowerment.
8. Discuss why market exit strategy is important.
9. Describe market entry strategy.
10. List out any 4 closing circumstances of business.
11. List down the methods to improve online business services.
12. List down the basic steps for planning e- business.

Part B

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

(6x5=30)

13. Discuss in detail about the types of entrepreneurs.
14. Discuss in detail about psychological factors.
15. How important is capital and labour in entrepreneurial development?
16. Explain the three schemes in Mudra Yojana Scheme.
17. How hostels provide welfare and support service for women?
18. Explain shipping by post and land.
19. Discuss in detail about the auxiliary documents of export firm.
20. Explain letter of credit and cash in advance.
21. Discuss on how can an e- entrepreneur enhances FAQs.



Part C

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

(2x15=30)

22. Discuss the importance of non economic factors.
23. Explain in detail success story of any 5 women entrepreneurs.
24. Explain the different types of franchising.
25. Do you think e marketing is important to fashion brands today? Justify your answer.