

TB246318R

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2021 ADMISSIONS 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. Discuss the difference between a drone entrepreneur and imitating entrepreneur.
2. Quality of labor is important in the success of a business. Explain.
3. Discuss education as a factor affecting entrepreneurship.
4. Discuss psychological factors affecting an entrepreneur.
5. Explain how women entrepreneurship can help achieve recognition in the society.
6. Explain how an enterprise can make a woman more independent.
7. Explain any two qualities of women entrepreneurship.
8. Explain any two components of a franchise agreement.
9. Explain royalty payment.
10. Explain the merits of licensing.
11. Explain how e-business will help save on the cost.
12. Explain how e-business can use technologies to enhance profitability.



Part B

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

(6x5=30)

13. Discuss on different types of entrepreneurs.
14. Discuss how altering marketing techniques based on target customers is important in promotion of a business.
15. Explain germination, preparation and incubation as important factors affecting a business planning process.
16. Explain any two approach as to women empowerment.
17. Explain TREAD and CEDAW.
18. Explain product franchise business opportunity.
19. Explain bill of entry.
20. Explain the two types of strategies in business.
21. Explain the success factors in e-business.

Part C

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

(2x15=30)

22. Discuss the factors contributing to entrepreneurship.
23. Explain the financial support given to women entrepreneurs.
24. Discuss about franchise agreements.
25. Explain the scope of e-business in four different directions.