

TM244126U

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2022 ADMISSIONS REGULAR

SEMESTER IV - ELECTIVE COURSE R.M.I.D

RM4E03TM20 - Entrepreneurship Development for Women

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Comment on the role of reward in entrepreneurship.
2. Define entrepreneurship.
3. Explain IPR.
4. Enumerate features of a project.
5. What is project evaluation?
6. Define product life cycle.
7. What are legal issues in startups?
8. Define franchising.
9. What is profit-loss account?
10. Elaborate BIS.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain the motivating factors of entrepreneurship.
12. List out the leadership qualities of women entrepreneurs.
13. List the steps in drafting a project proposal.
14. Discuss the role of KIED in entrepreneurship development.
15. Discuss business laws.
16. Elaborate the legal requirements to start a small business.
17. Why financial auditing is important in self employment?
18. Discuss pros and cons of online marketing.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Discuss factors affecting entrepreneurial growth.
20. Prepare a project proposal for starting a tailoring unit in your locality
21. Discuss on costing and pricing strategies for business firms.
22. Elaborate the standardization marks given to a product.

