

TC241780D

Reg. No.....

Name:.....

DIPLOMA EXAMINATION, NOVEMBER 2024
(2024 Admission Regular)
SEMESTER 1 - (GENERAL COURSE)
VDM1G03D23 - ENTREPRENEURSHIP DEVELOPMENT
(Digital Marketing)

(Common for Diploma in Health Care Assistance, Diploma in Garment Making,
Diploma in Digital Marketing and Diploma in Interior and Exterior Space Designing)

Time: 3 Hours

Maximum Marks: 60

PART A

I. Answer all the questions. Each question carries 1 mark

A. Choose the correct answer from the bracket

1. The entrepreneurs who are shy and lazy are called _____ entrepreneurs.
(Drone, Fabian, Empirical, Imitative)
2. Which of the following is a commercial function?
(Production, Planning, Controlling, Organizing)
3. The entrepreneurs who manufacture products based on requirements of the customers are called _____.
(Trading entrepreneurs, Industrial entrepreneurs, Pure entrepreneurs, Agricultural entrepreneurs)
4. Who is the owner of business ?
(Manager, Entrepreneur , Employees, Intrapreneur)
5. The entrepreneurs who do not make changes even if they do not make profit
(Drone, Fabian, Empirical, Imitative)

(5 x 1 = 5)

B Match the following

6. Business Incubator	a. Pull Factor
7. Execution Phase	b. Push Factor
8. Job insecurity	c. Catalyst tool
9. Reputation	d. Follow up
10. Post Training	e. monitoring and controlling

(5 x 1 = 5)

C Answer the Following statements as True or False

11. Adoptive entrepreneurs are also innovators.
12. Start ups have a turnover of less than 50 crores
13. Project has a set of objectives to be achieved.
14. Planning is a managerial function.
15. There are five kinds of project opportunities according to Peter F Drucker.

(5 x 1 = 5)

D. Answer the following questions in one word

16. The type of projects on which quantitative assessment can be made

17. The person who used the term Entrepreneur for the first time in business field.
18. The factors that motivate a woman entrepreneur .
19. The person who used the term Entrepreneur for the first time in business field
20. A creative problem solving and idea generating technique.

(5 x 1 = 5)

PART B

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

21. What are business incubators?
22. What are projects?
23. Who is a woman entrepreneur?
24. What is Bridge Capital?
25. What are the essential elements of a project?
26. Define the term“ Entrepreneurship”
27. What is Green Channel clearance?

(5 x 2 = 10)

PART C

III. Answer any four questions. Each question carries 5 marks

28. State and explain any five problems faced by women entrepreneurs in our country.
29. Classify the various types of Projects.
30. Explain the methodology of EDP.
31. Explain the phases of project life cycle.
32. State and explain the importance of a Project report.
33. What are Industrial estates? State the objectives and features of Industrial estates.

(4 x 5 = 20)

PART D

IV. Answer any one question. The question carries 10 marks

34. What are the various functions of an entrepreneur?
35. Explain the contents of a project report.

(1 x 10 = 10)