BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2022 ADMISSIONS REGULAR
B.VOC A.M.S. SEMESTER V - GENERAL
VAM5G12TB22 - Entrepreneurship, Personal Branding and Business Management

Time : 3 Hours   **Maximum Marks : 80**

Part A

I. Answer any Ten questions. Each question carries 2 marks   **(10x2=20)**

1. Make a note of four factors influencing Entrepreneurship

2. Briefly explain the role of decision making in entrepreneurship

3. List out four types of Entrepreneurship

4. Make a note of McClelland need for achievement theory

5. Write a note on the purpose of an invoice

6. Write a note on sales quotation

7. Give one difference between quotation and invoice

8. State two advantages of personal branding for entrepreneurs.

9. Define payment gateway

10. List two key components of E-business

11. Make a short note on copyright

12. Define E-business

Part B

II. Answer any Six questions. Each question carries 5 marks   **(6x5=30)**

13. Analyse the role of new media platforms in launching an entrepreneurship.

14. Explain characteristics of an Entrepreneur

15. Make a note on the impact of people management in Entrepreneurship

16. Write a note on copyright and explain its exclusive rights along with examples

17. Make a note on challenges of freelancing, and how can freelancers overcome them?

18. Make a note on functions of sales quotation

19. Briefly describe the key characteristics of E-Commerce

20. Describe how Business-to-Consumer (B2C) E-business model impact on your daily life by citing examples. E-business

21. Describe the features of payment gateway

Part C

III. Answer any Two questions. Each question carries 15 marks   **(2x15=30)**

22. Explain two entrepreneurial motivation theories.

23. Describe the factors influencing entrepreneur with examples.

24. Compare and contrast sales quotations and invoices, and explain how they contribute to a smooth business transaction.

25. Explain the different types of E-business models.