

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025**  
**2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY**  
**Apparel And Fashion Design SEMESTER IV - COMPLEMENTARY COURSE 2**  
**FD4C02B18 - Essentials of Entrepreneurship**

**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. Name the 2 factors that expands entrepreneurship.
3. State on how education helps in entrepreneurship.
4. List down the psychological factors contributing to entrepreneurship.
5. Cite an example of global initiative for women empowerment.
6. Describe any two functions of women entrepreneur.
7. List out the factors due to which women consider finance as an issue.
8. Describe market entry strategy.
9. Give any 4 brand names.
10. Discuss why market exit strategy is important.
11. Explain tackle fraud.
12. What is online marketing?

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

13. Describe the characteristics of a successful entrepreneur.
14. Explain how non economic factors play an important role in entrepreneurship.
15. Raw materials play an important role in entrepreneurship. Explain.
16. Explain Cent Kalyani and Annapurna scheme.
17. Discuss on how vocational training is important for women welfare.
18. List down all the modes of transportation in export and explain any 3 with pros and cons.
19. Define franchisors. Explain the pros and cons.
20. Describe consignment and documentary collection.
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. What are the characteristics of a successful entrepreneur? Explain.
23. Explain in detail success story of any 5 women entrepreneurs.
24. Explain the different types of franchising.
25. Explain the benefits of e-business.