

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025**  
**2020, 2021 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER VI - CORE COURSE NUTRITION & 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. Describe the role of online promotion as a factor affecting entrepreneurship.
3. Quality of labor is important in the success of a business. Explain.
4. Explain any two ways in which market for a product can be improved.
5. Explain 'Stree Shakti Package for Women Entrepreneurs'.
6. Explain the national initiatives for women empowerment.
7. Explain women entrepreneurs as collaborators.
8. Explain any two advantages of franchising.
9. Define SOP in franchising.
10. Explain the merits of licensing.
11. Define online marketing. Explain how online customer service can be improved.
12. Explain value proposition.

**Part B**

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

13. Explain the role of entrepreneurship in economic development.
14. "Family background can go a long way in the success of a business." Critically analyze the statement.
15. Explain promotion and operation in a business.
16. Explain four motivating factors which influence women entrepreneurs.
17. Explain any two approach as to women empowerment.
18. Explain any 5 advantages and disadvantages of franchising.
19. Explain the concept of franchise agreement and its types.
20. Explain import and export documents.
21. Explain the success factors in e-business.

**Part C**

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

22. An entrepreneur should be dynamic and passionate in business. Critically analyze the statement in terms of personal factors affecting entrepreneurship.
23. Explain the factors responsible for increasing the level of female entrepreneurship in India.
24. Explain the kinds of documents required for import and export.
25. Explain FAQ and the critical success factors in e-business.