

**TB214030W**

**Reg. No : .....**

**Name : .....**

**B.Sc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**

**(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)**

**SEMESTER IV - COMPLEMENTARY COURSE 2 (APPAREL AND FASHION DESIGN)**

**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. Define Entrepreneurship.
2. Describe monopoly market.
3. Discuss on how the disadvantages of competitive market can be limited.
4. List out the events that lead to status withdrawal.
5. Explain any 1 global initiative taken towards women empowerment.
6. Name any 2 successful women entrepreneurs.
7. Discuss on how illiteracy affects women entrepreneurs.
8. Describe market entry strategy.
9. Describe the advantages of Franchisees.
10. Cite an example of Turnkey projects.
11. Explain tackle fraud.
12. Discuss the steps involved in trade process.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Explain the benefits of entrepreneurship.
14. Identify why market and infrastructure are important in entrepreneurship.
15. Explain in detail why quality of labor is more important than quantity.
16. What is swayamsiddha scheme?
17. Explain briefly about global initiative for women empowerment.
18. Explain business plan in detail.
19. Explain Air way bill and Bill of Lading.
20. List down all the modes of transportation in export and explain any 3 with pros and cons.
21. Explain in detail about the multiple contacts for online customer service.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Explain how entrepreneurship helps in the process of economic development.
23. Explain in detail about the different approaches for women empowerment.
24. Define franchising. Explain franchisor, franchise and their advantages and disadvantages.
25. Explain the benefits of e-business.