



## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**Class: II UG Rural Development and Sociology, Textiles and Clothing, Interior Design  
Resource Management, Human Development**

**Time: 2 hours**

**Max. Marks: 60**

**Continuous Internal Assessment Test I – August 2025**

**23BRDGE2 – Entrepreneurship**

**Part – A**

**6 x 1 = 6**

**Choose the correct answer**

1. The concept of social entrepreneurship came around in the year ----- . CO1K2  
a. 1955 b. 1954 c. 1953 d. 1952
2. Which stage of a start-up's development involves the initial development and launch of the product or service? CO1K3  
a. updating b. professional c. specialist d. performance
3. Blue Ocean strategy is ----- competition.  
a. more b. little c. no d. b & c CO2K1
4. Wealthy private investors focused on financing small business ventures in exchange for equity are called as CO2K3  
a. bootstrap b. crowd funding c. angel investors d. prototype
5. The first step in the detail checklist of DPR is ----- . CO3K2  
a. executive summary b. background c. features d. general details of the project
6. The project report is a summary of CO3K2  
a. facts b. information's c. analysis d. all the three

**Part B**  
**Answer ALL questions**  
**Answer should not exceed 400 words**

**3 x 6 = 18**

7. a. Narrate the characteristics of an entrepreneur  
(or) CO1K2
7. b. How do you classify the entrepreneurs CO1K2
8. a. Write about any six ideas generated in entrepreneurship  
(or) CO2K2
8. b. Portray the sources of ideas according to your knowledge on entrepreneurship CO2K3
9. a. Write about the guidelines for preparing a project?  
(or) CO2K2
9. b. Portray a Project Report with the prescribed guidelines CO3K2

**Part C**  
**Answer ALL questions**  
**Answer should not exceed 800 words**

**3 x 12 = 36**

10. a. Explain the different types of entrepreneurship  
(or) CO1K2
10. b. Explore the role of entrepreneurship in the economic development of the country  
CO1K2
11. a. Write about the techniques involved for generating ideas in entrepreneurship CO2K3  
(or)
11. b. Describe the steps in tapping opportunities for an entrepreneur CO2K2
12. a. Discuss the guidelines in the preparation of the project report CO3K2  
(or)
12. b. Frame a project proposal for your own start-up with product illustrations CO3K3

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**No. of copies: 42**

**Name of the Staff in charge: Dr. G. Sheefna**