

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore – 641043**

Master's Degree Examination

Semester – III

Class : II PG

Major : Interior Design and Resource Management

Time : 3 hours

Max. marks : 60

17MIRC14 – Resource Use in Entrepreneurship and Event Management

Part A

Choose the correct answer

10 X 1/2 =5

1. The entrepreneurs those who start their business out of their natural talent are called
a) professional b) imitative c) Fabian d) spontaneous
2. The social factor which contributes to the growth of women entrepreneur is _____.
a) labour b) family background c) motives d) need achievement
3. _____ is a process of finding out the most appropriate project from among the several investment opportunities.
a) project identification b) project formulation c) project appraisal d) project evaluation
4. PERT stands for
a) Product Evaluation and Review Technology b) Project Event and Review Technique
c) Profit Evaluation and Review Technique d) Program Evaluation and Review Technique
5. It involves estimating the project costs, operating cost and fund requirements in starting a new enterprise.
a) feasibility analysis b) project design c) financial analysis d) input analysis
6. Which one among the following is an academic event?
a) workshop b) trade fair c) retreats d) exposition
7. Companies can benefit by conducting these promotional events as a way to communicate with current and potential customers.
a) conferences b) product launches c) conventions d) board meetings
8. A specialized niche of group tourism dedicated to planning, booking, and facilitating conferences, seminars and other events is known as
a) EDP b) MICE c) SIDBI d) SISI
9. The exhibitions where companies can present and demonstrate their latest products are called as
a) conventions b) seminars c) congresses d) trade shows
10. _____ help the event planners to understand the success of conducted events and enable them to improve their performance for the next event.
a) event feasibilities b) financial analysis c) event evaluations d) event design

Part B

5 X 4 = 20

Answer ALL Questions

Answer should not exceed 200 words or one page

11.a. What is entrepreneurship? Explain the importance of entrepreneurship.

(Or)

11.b. Classify entrepreneurs according to the type of business.

12.a. State the objectives of project identification.

(Or)

12.b. Discuss about the financial analysis of a project formulation.

13.a. Explain the role of women entrepreneurs in the economic development of India.

(Or)

13.b. What are the qualities you find among the women entrepreneurs?

14.a. Explain how to plan and arrange for theme parties.

(Or)

14.b. Explain the events that are conducted at commercial centers.

15.a. Highlight the significance of tourism entrepreneurship.

(Or)

15.b. What is the purpose of convention centres?

Part C

5 X 7 = 35

Answer ALL Questions

Answer should not exceed 600 words or three pages

16.a. What are the social and economic factors influencing the entrepreneurship growth?

(Or)

16.b. Discuss in detail the entrepreneurship development programme in India.

17.a. Classify project and describe the essential features of each project.

(Or)

17.b. Explain the purpose of undertaking feasibility analysis and techno-economic analysis.

18.a. What are the problems faced by women entrepreneurs in India?

(Or)

18.b. How to overcome the obstacles which inhibit the growth of women entrepreneurs?

19.a. Enumerate the points to be remembered while arranging a wedding function.

(Or)

19.b. Explain how to identify and use human and financial resources to conduct an event.

20.a. Describe in detail the objectives of organizing meetings and incentive travels by companies..

(Or)

20.b. Discuss the steps involved in conducting a post event evaluation.