



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June 2021**  
**VI Semester**

**Class : III UG**  
**Major : Food Service Management and Dietetics**

**Time : 3 Hours**  
**Max. Marks: 100**

**18BFDC26 Entrepreneurship Development**

**Part-A**  
**Choose the Correct Answer**

**10 x 1=10**

1. Which of the following shows the process of creating something new?
  - a. Business model
  - b. Modeling
  - c. Creative flexibility
  - d. Innovation
2. Which one of the following gives suggestions for new product and also helps to market new products?
  - a. Existing products and services
  - b. Federal government
  - c. Distribution Channels
  - d. Consumers
3. Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?
  - a. Merger
  - b. Minority Interest
  - c. Joint venture
  - d. Majority interest
4. Entrepreneurs attributes includes
  - a. preservence
  - b. hard working
  - c. determination
  - d. all of the above
5. Which of the following is not something that can be invested
  - a. Energy
  - b. experties
  - c. money
  - d. time
6. Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?
  - a. New business model
  - b. Anatomization
  - c. creative destruction
  - d. business plan
7. Which of the following SWOT elements are internal factors for a business?
  - a. Strengths and Weaknesses
  - b. Opportunities and Threats
  - c. Strengths and Opportunities
  - d. Weaknesses and Threats
8. How often should a SWOT Analysis be performed?
  - a. Only when specific issues need to be addressed
  - b. At least once per year
  - c. Only when the business starts
  - d. Every 3-5 years
9. \_\_\_\_\_ is prepared at the end of an accounting period. CO4 K4
  - a. Balance sheet
  - b. financial statement
  - c. book of account
  - d. personal accounts
10. The sales returns book is recorded on the CO4 K3
  - a. debit side
  - b. credit side
  - c. trial balance
  - d. double entry

**Part B** **5 x 6 = 30**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

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|--------------------------------------------------------------------------------------|--------|
| 11.a. Point out the need and scope of entrepreneurship<br>(or)                       | CO3 K3 |
| 11.b. Discuss the characteristics of entrepreneurship                                | CO3 K2 |
| 12.a. Sketch out the project plan and process layout for small enterprise<br>(or)    | CO4 K2 |
| 12.b. What are the network techniques to formulate the project design?               | CO3 K2 |
| 13.a. Explain the financial incentives and subsidies for an enterprise<br>(or)       | CO3 K2 |
| 13.b. Comment on book keeping                                                        | CO4 K3 |
| 14.a. Emphasize the meaning and importance of quality control and standards.<br>(or) | CO4 K2 |
| 14.b. Explain the market survey techniques.                                          | CO4 K2 |
| 15.a. What are the social responsibilities and business ethics?<br>(or)              | CO4 K2 |
| 15.b. Discuss the characteristics of small scale industries.                         | CO4 K2 |

**Part C** **5 x 12 = 60**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

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|--------------------------------------------------------------------------------------------------------------|--------|
| 16.a. Explain the types of entrepreneurs<br>(or)                                                             | CO2 K5 |
| 16.b. Describes the qualities of successful entrepreneurs and steps in establishing entrepreneurial?         | CO2 K3 |
| 17.a. Explain the steps in project formulation for small scale business.<br>(or)                             | CO3 K5 |
| 17.b. Detail note on SWOT Analysis.                                                                          | CO4 K3 |
| 18.a. Explain the banking and types of banking.<br>(or)                                                      | CO4 K4 |
| 18.b. Deliberate the financial ratio, financial statement and its significance.                              | CO4 K2 |
| 19.a. Elaborate note on market survey techniques.<br>(or)                                                    | CO4 K3 |
| 19.b. Appraise the pricing, packaging, advertising and sales promotion strategies to setup a small business. | CO4 K3 |
| 20.a. Explicit the business sickness and remedial measures in small scale industries.<br>(or)                | CO5 K4 |
| 20.b. Sketch out the management strategies to run the small scale industries.                                | CO3 K4 |

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