



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 (now MoE)

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

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test – II – Oct 2025 - SEMESTER V

Class: IIIUG

Time: 2 hours

Major: Interior Design and Resource Management Max. Marks: 60

23BIDDE2 – Entrepreneurship

Course Outcomes: On completion of the Course, students will be able to

1. Showcase potential as prospective entrepreneurs and practice active networking
2. Initiate innovative projects
3. Generate creative business plans
4. Critically analyse legal aspects of business
5. Understand the significance of MSMEs in developing Indian economy

Part– A

6x 1= 6

Choose the correct answer

1. Who should be involved in preparing a firm's business plan? (CO3K1)
a. Accountant b. Engineer c. Entrepreneur d. marketing personnel
2. The process of creating something new is called (CO2K3)
a. Creative flexibility b. Management c. Business d. Innovation
3. An entrepreneur who is the owner of more than one business is called (CO2K1)
a. Portfolio Entrepreneur b. Intrapreneur
c. Corporate Entrepreneur d. social entrepreneur
4. Expansion of CODISSIA is (CO2K3)
a. Coimbatore district small industries association b. Coimbatore district area
c. Coimbatore entrepreneurs association d. commercial development association
5. E-marketing stands for (CO2K4)
a. Email Marketing b. Electronic Marketing
c. Electric Marketing d. economic marketing
6. Expand SEZ (CO4K2)
a. special education zone b. special expansion zone
c. special entrepreneur zone d. special economic zone

Part

B Answer the following

Answer should not exceed 400 words or two pages 3x6=18

- 7.a. Give a note on the elements of project formulation (CO2 K3)
(or)
- 7.b. Differentiate proprietorship and partnership (CO1 K4)
- 8.a. Give a note on DIC. (CO4 K2)
(or)
- 8.b. Write about companies act in India (CO2 K4)
- 9.a. List the advantages and disadvantages of e marketing (CO3 K1)
(or)
- 9.b. Give a note on SEZ (CO5 K2)

Part C

Answer the following

Answer should not exceed 800 words or four pages 3x12=36

- 10.a. Write in detail about break even analysis and cash flow analysis (CO3 K4)
(or)
- 10.b. Enumerate break even analysis and cash flow analysis (CO2 K2)
- 11.a. Describe the business management strategies (CO4 K3)
(or)
- 11.b. Explain about MSME, NABARD and CODISSIA (CO3 K3)
- 12.a. Elaborate any 3 case studies about successful entrepreneurs (CO2 K1)
(or)
- 12.b. Write about SIDBI, SEWA and WOBEDA (CO5 K2)
