



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 – January 2021
V Semester

Class : III UG
Major : Textiles and Apparel Designing

Time : 3 Hours
Max. Marks : 100

18BTDC25 Entrepreneurship Development

Part A
Choose the Correct Answer

10 x 1 = 10

- Who has the ability to establish a startup venture?
a. Director b. Entrepreneur c. Manager d. Executive
- Entrepreneur who introduces new goods and discovers new market.
a. Innovative b. Imitative c. Fabian d. Drone
- A company that helps new and startup companies by providing services or office space.
a. Business b. Counter c. Incubation centre d. Society centre
- This is a scheme, design, a proposal of something intended to achieve.
a. Profit b. Plan c. Project d. Execution
- Expand CPM.
a. Critical Path Method b. Current Path Material
c. Correct Project Material d. Contact Person Method
- When was MSME established?
a. 2003 b. 2005 c. 2007 d. 2010
- CODISSIA is located in _____.
a. Chennai b. Bangalore c. Hyderabad d. Coimbatore
- Market that is known as world market or import – export market.
a. Local b. National c. International d. World wide
- Practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks.
a. Cyber security b. Social media c. Marketing d. Registration
- One of the marketing tactic paid promotion of a product, service or cause.
a. Market b. Marketing c. Product making d. Advertising

Part B
Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

11.a. Define Entrepreneur and state the qualities of an Entrepreneur.

(or)

11.b. How the Incubation centres be useful in education institutions?

12.a. Give an account on SWOT Analysis.

(or)

12.b. Write about PERT and CPM.

13.a. Summarize about MSME and NGO's.

(or)

13.b. Write short notes on IDBI and SIDBI governmental banks.

14.a. What are the steps involved to start a small scale industry?

(or)

14.b. Present the business opportunities in Textile and Garment sector.

15.a. Briefly write on the present trends in Entrepreneurship.

(or)

15.b. Discuss on Market survey techniques.

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Explain the types of Entrepreneurs.

(or)

16.b. Describe the role of Entrepreneurship in economic development.

17.a. State the contents of a project report in detail.

(or)

17.b. Describe about the guidelines for formulating a project.

18.a. Elaborate on the institutions supporting small scale industries in India.

(or)

18.b. Elucidate about CODISSIA and COINDIA.

19.a. What are six M's in entrepreneurship? Explain.

(or)

19.b. Explain about Business legal structures.

20.a. Write in detail on types of market.

(or)

20.b. Describe in detail on the role of Social media and Android apps in entrepreneurship.
