

**Avinashilingam Institute for Home Science and Higher Education
for Women, Coimbatore – 641 043**

**Bachelor's Degree Examination – November 2017
Semester V**

Class : III UG

Major : Textiles and Apparel Designing

Time : 3 Hours

Max. Marks : 100

15BTDC 25 Entrepreneurship Development

Part – A

Circle the Correct Answer 10 x 1 = 10

1. Who is an entrepreneur -----
a) one who runs a small business b) one who works in a small company
c) one who works as a teacher d) one who works as a labour
2. Identify a the successful entrepreneur from the following -----
a) Dr. Manmohan Singh b) Mr.Barack Obama
c) Mr. Bill Gates d) Mr.O.Panneer Selvam
3. The planned set of interrelated tasks to be executed over a fixed period and within certain cost is called as -----
a) Assignment b) Project
c) Work d) Object
4. What is PERT in project management?
a) Project Even Report Type b) Program in Education & Research Technology
c) Project Evaluation & Report Team d) Program Evaluation Review Technique
5. The nodal agency for formulating, co-ordinating and monitoring the policies and programs for promotion and development of small-scale industries is
a) DIC b) SIDO
c) SENET d) IDBI
6. Give the expansion of NIESBUD -----
a) The National Institute of Education for Small & Business Development
b) The Nodal Institute of Entrepreneur System & Buyers Union Department
c) The National Industrial Education System for Business Development
d) The National Institute for Entrepreneurship and Small Business Development
7. Which factor that is not listed in the operational entrepreneurship -----
a) Motor b) Man power
c) Marketing d) Machinerics
8. ----- is considered as a mean for the protection from financial loss
a) Interest b) Investment
c) Insurance d) Innovation
9. Identify the process by which entities review the quality of all factors involved in production -----
a) Product check-up b) Quality control
c) Process analysis d) Program fit
10. The ISO 9000 series are based on seven quality management principles. from the following, select the one which is not in this category -----
a) Customer focus b) Process approach
c) Relationship management d) Product line-up

Part – B
Answer the following
Answer shun not exceed 400 words or two pages

5 x 6= 30

- 11a. Write a brief note about the evolution of entrepreneurship.
(or)
- 11b. Brief on the economic development in relation with entrepreneurship.
- 12a. Give a neat description regarding the contents of the project report..
(or)
- 12b. Write short notes on the NET work analysis techniques.
- 13a. What type of support is given by SIDO for entrepreneurship. .
(or)
- 13b. Brief on the nature of financial assistance given by IDBI to the industries.
- 14a. Explain the important steps involved starting a small scale industry..
(or)
- 14b. Give a brief note on the importance of accounting and taxes in the business legal structures.
- 15a. Give a brief account on the market survey techniques with respect to the present trend of the products. .
(or)
- 15b. Give a brief account on the role of advertising and pricing in the business markets.

Part – C
Answer the following **5 x12 = 60**
Answer should not exceed 800 words or Four pages

- 16.a. Explain the innovative aspects associated with entrepreneurship development programme.
(or)
- 16.b. Elaborate the functions of Entrepreneurs and Enterprises.
- 17a. Explain the planning commission guidelines for formulating a project. .
(or)
- 17b. Elaborate the requirements of the preliminary analysis of market plan.
- 18.a. Give a detailed account on the role of NISIET and NIESBUD for the support of entrepreneurship development. .
(or)
- 18.b. Elaborate about the state level support of DIS and MSME for the entrepreneurship development.
- 19.a. Give a detailed account on the important factors to be considered in starting a small scale industry.
(or)
- 19.b. Explain the important aspects involved in the business legal structures with respect to Insurances.
- 20.a. How are the market survey techniques useful with respect to the pattern of demand, buying habits & motives?. Elaborate.
(or)
- 20.b. Explain the different factors considered in the National and International markets in regard to the advertising.
