



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
Continuous Internal Assessment – II (October 2025)

Fifth Semester

Class : III BBA

Time: 2 Hours

Branch: Tourism Management

Max. Marks: 60

23BTOC10 – Entrepreneurship Development

Course Outcomes:

- CO1: Understand the concept of Entrepreneurial growth in India
- CO2: Apply knowledge to learn various nuances in Entrepreneurship
- CO3: Apply insights into financial feasibility of the business
- CO4: Gain knowledge on different aspects of project proposal
- CO5: Apply the acquired knowledge to initiate a startup business idea

Part A

6x1=6 Marks

Choose the Correct Answer

1. Which entrepreneurs neither introduce new changes nor adopt new methods innovated by others? CO3K1
a. Technical b. Fabian c. Induced d. Business
2. Knowledge + Skill + Traits = CO3K2
A Innovation b. Skill c. Creativity d. Competency
3. Micro enterprise investment does not exceed CO4K2
a. 10 Lakhs b. 25 Lakhs c. 50 Lakhs d. 1 Crore
4. _____ registration helps entrepreneurs to take necessary steps to bring industrial units into existence. CO4K3
a. Provisional b. Permanent c. Both of these d. None of these
5. TIDCO came into existence in _____ CO5K2
a. 1965 b. 1975 c. 1964 d. 1970
6. SSI stands for CO5K4
a. Small Scale Industries b. Small Standard Institutions c. Small Scale Innovations
d. Small Standard Institutions

Part B

3x6=18 Marks

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a. What are the push and pull factors for women in business ? CO3K2
(or)
7. b. State the schemes that are being provided to the women entrepreneurs. CO3K4
8. a. Write on detail about market feasibility and financial feasibility. CO4K2
(or)
8. b. Give a brief account on break- even analysis CO4K3
9. a. What are the factors affecting entrepreneurship growth ? CO5K2
(or)
9. b. Brief on challenges faced by entrepreneurs. CO5K3

Part C

3x12=36 Marks

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Brief about the current scenario of women entrepreneurs. CO3K3
(or)
10. b. Name some successful women entrepreneurs globally and mention their field and detail on it. CO3K4
11. a. Explain about the following (i) Project Proposals (ii) Project appraisal (iii) Performa Project Report. CO4K1
(or)
11. b. What is feasibility study? What are the types of feasibility study CO4K3
12. a. Give an introduction to rural entrepreneurship and challenges faced by rural entrepreneurs. CO5K3
(or)
12. b. Detail on role of government & NGO's role in promoting entrepreneurship and economic development. CO5K4