



**M.TECH DEGREE EXAMINATIONS: DEC 2022**

(Regulation 2018)

Third Semester

**APPAREL TECHNOLOGY**

P18ATE1008: Fashion Entrepreneurship Management

**COURSE OUTCOMES**

- CO1:** Organize, innovate and take risk in a Business activity
- CO2:** Acquire knowledge on various forms businesses
- CO3:** Develop a Business Plan
- CO4:** Determining financial needs and the sources of finance
- CO5:** Analyze the PESTEL Business Environment and make Strategic decisions
- CO6:** Analyze the challenges and to make ethical business decisions

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions**

**PART A (10 x 1 = 10 Marks)**

1. Innovation in entrepreneurship does **not** aim at one of the following: CO1 [K<sub>1</sub>]
  - a) New products
  - b) New production methods
  - c) New markets
  - d) New financial sources
2. An investment of under or upto Rs. 1 crore on equipment/machinery for production is CO1 [K<sub>1</sub>]  
typical of which of the following industry?
  - a) Small scale industry
  - b) Medium scale industry
  - c) Cottage industry
  - d) Micro business enterprise
3. Sole proprietorship, partnership, corporation and limited liability company are types of CO2 [K<sub>2</sub>]  
which of the following:
  - a) Business Financing bodies
  - b) Business organization
  - c) Business Plans
  - d) Business Strategies
4. Matching type item with multiple choice code CO2 [K<sub>2</sub>]

List I	List II
A. Sole proprietorship	i. unlimited liability



**PART B (10 x 2 = 20 Marks)**

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|--|-----|-------------------|
| 11. Describe the functions of an entrepreneur.                                   | CO1 | [K <sub>2</sub> ] |
| 12. How creativity can influence success in entrepreneurship? Explain            | CO1 | [K <sub>2</sub> ] |
| 13. Define sole proprietorship.  | CO2 | [K <sub>2</sub> ] |
| 14. Elaborate the roles of co-operative societies in promoting entrepreneurship. | CO2 | [K <sub>3</sub> ] |
| 15. Bring out the significance of a business plan in entrepreneurship.           | CO3 | [K <sub>2</sub> ] |
| 16. List the factors that determine financial needs in entrepreneurship.         | CO4 | [K <sub>2</sub> ] |
| 17. What are different sources of financing?                                     | CO4 | [K <sub>2</sub> ] |
| 18. Strategic analysis is vital in business management. Justify.                 | CO5 | [K <sub>2</sub> ] |
| 19. Summarize the limitations of demand forecasting.                             | CO5 | [K <sub>2</sub> ] |
| 20. Categorize the challenges faced by entrepreneurs.                            | CO6 | [K <sub>2</sub> ] |

**PART C (6 x 5 = 30 Marks)**

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|--|-----|-------------------|
| 21. Entrepreneurship demands understanding of small business management. Justify.  | CO1 | [K <sub>3</sub> ] |
| 22. Briefly discuss the business development cycle.  | CO2 | [K <sub>2</sub> ] |
| 23. Discuss the development and writing of a business plan.  | CO3 | [K <sub>2</sub> ] |
| 24. Differentiate equity and debt funding.   | CO4 | [K <sub>2</sub> ] |
| 25. Internal analysis helps an organization to assess its competencies and capabilities. List the tools used and describe 2 important tools in detail. | CO5 | [K <sub>2</sub> ] |
| 26. Discuss the various growth strategies that businesses adopt to sustain and expand in the market.   | CO5 | [K <sub>3</sub> ] |

**Answer any FOUR Questions**

**PART D (4 x 10 = 40 Marks)**

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|--|-----|-------------------|
| 27. Briefly discuss the methods of generating ideas for successful initiation of entrepreneurship.   | CO1 | [K <sub>3</sub> ] |
| 28. Describe the importance and role of pre-feasibility and feasibility studies in the establishment of a business.                                  | CO2 | [K <sub>3</sub> ] |
| 29. Summarize the components of an effective business plan and discuss in detail.  | CO3 | [K <sub>2</sub> ] |
| 30. Discuss in detail the PESTEL framework and its role in entrepreneurship management.  | CO5 | [K <sub>3</sub> ] |
| 31. Elaborate on the political and technological challenges while initiating and establishing entrepreneurship and their impact on entrepreneurship. | CO6 | [K <sub>3</sub> ] |

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