



M.TECH DEGREE EXAMINATIONS: NOV/DEC 2023

(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. The ability to develop new ideas and to discover new ways of looking at problems and opportunities. CO1 [K₁]
 - a) Entrepreneurship
 - b) Creativity
 - c) Small business management
 - d) Product development
2. Economic Growth and Job Creation of entrepreneurship lies on ----- CO1 [K₂]
 - a) Income Generation
 - b) Innovation
 - c) Market Diversity and Healthy Competition
 - d) Technology Adoption and Problem Solving.
3. Sole proprietorship is ----- CO2 [K₁]
 - a) Organization owned by two or more individuals
 - b) mixed type of business organization that combines features of both partnerships and corporations
 - c) a business organization that is legally separate from its owners
 - d) Organization owned and operated by a single individual who has complete control over all aspects of the business

4. Match the most relevant:

CO2 [K₂]

List I	List II
A. Equity partners	i. maintains the infrastructure for use by the masses
B. Joint-Stock Company	ii. have a share in the business.
C. Co-operatives	iii. co-owned by its shareholders
D. public utility company	iv. owned and controlled by its members for a common benefit

- a) A-ii; B-iii; C-iv; D-i b) A-iii; B-i; C-ii; D-iv
c) A-iv; B-iii; C-i; D-ii d) A-iii; B-iv; C-ii; D-i

5. **Assertion (A):** Amounts owed on credit cards, car loan and mortgages are the interest-bearing instruments

CO3 [K₃]

Reason (R): Debt financing involves an interest-bearing instrument usually called a loan.

- a) A and R are individually true but R is not the reason for A b) A and R are individually true and R is the reason for A
c) A is true but R is false d) A is not true but R is false

6. Exploring what makes your business different from other companies in the industry is termed as:

CO3 [K₂]

- a) Financial plan b) Competitor Analysis
c) Management plan d) Marketing plan

7. The equity multiplier that is calculated by a business to illustrate how much debt is actually being used to buy assets is:

CO3 [K₃]

- a) Current ratio b) Working capital
c) Return on assets d) Leverage

8. **Assertion (A):** Strategic analysis is the ability for a company to understand its environment, and formulate a strategic plan accordingly.

CO4 [K₃]

Reason (R): The process of gathering data that helps a company's leaders decide on priorities and goals, shaping (or shifting) a long-term strategy for the business.

- a) A and R are individually true but R is not the reason for A b) A and R are individually true and R is the reason for A
c) A is true but R is false d) A is not true but R is false

9. The one which is concerned with not just the social obligations of a business, but also

CO5 [K₂]

the obligations to its employees, customers, suppliers, and competitors.

- a) Strategic decisions
- b) HR decisions
- c) Business ethics
- d) Business policy decisions

10. Any business decisions related to identifying hiring needs, writing job descriptions, evaluating job candidates and determine which candidates to interview or even hire to the company are: CO6 [K₂]
- a) Operational decisions
 - b) Hiring decisions
 - c) Technology
 - d) Financial decisions

Answer ALL questions

PART B (10 x 2 = 20 Marks)

- 11. Summarize the functions of an entrepreneur. CO1 [K₂]
- 12. Creativity plays a significant role in the success of an entrepreneurship. Discuss. CO1 [K₂]
- 13. Differentiate sole proprietorship and partnership. CO2 [K₂]
- 14. Co-operatives should take responsibility in the growth of small cluster businesses. Justify. CO2 [K₃]
- 15. Describe the importance of a business plan. CO3 [K₂]
- 16. Outline the factors determining financial needs. CO4 [K₂]
- 17. Summarize the different sources of financing CO4 [K₂]
- 18. Highlight the importance of strategic analysis. CO5 [K₂]
- 19. Discuss the advantages and limitations of demand forecasting. CO5 [K₂]
- 20. What are the various challenges entrepreneurs meet? Categorize them. CO6 [K₂]

Answer ALL questions

PART C (6 x 5 = 30 Marks)

- 21. Describe in detail the characteristics an entrepreneur should possess for successful entrepreneurship. 5 CO1 [K₂]
- 22. Briefly discuss the business development cycle. 5 CO2 [K₂]
- 23. Discuss the determination of financial needs and its significance in business planning. 5 CO3 [K₃]
- 24. Differentiate equity funding and debt funding. 5 CO4 [K₂]

25. Internal analysis helps an organization to assess its competencies and capabilities. List the tools used and explain any two important tools in detail. 5 CO5 [K₃]
26. Bring out the challenges posed by cultural factors in fashion entrepreneurship management with suitable examples. 5 CO6 [K₃]

Answer any FOUR Questions
PART D (4 x 10 = 40 Marks)

27. What are the various sources of new ideas? Briefly discuss the methods of generating ideas for successful initiation of entrepreneurship. 10 CO1 [K₃]
28. Describe the importance and role of pre-feasibility and feasibility studies in the establishment of a business. 10 CO2 [K₃]
29. Summarize the components of an effective business plan. Discuss the development and writing of a business plan. 10 CO3 [K₂]
30. List the various growth strategies and bring out the differences among them. 10 CO5 [K₃]
31. Elaborate on the political and technological challenges while initiating and establishing entrepreneurship and their impact on entrepreneurship. 10 CO6 [K₃]
