



M.TECH DEGREE EXAMINATIONS: JUNE 2015

(Regulation 2014)

Second Semester

APPAREL TECHNOLOGY

P14FTT204: Fashion Entrepreneurship Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Matching type item with multiple choice code [K₂]

List I	List II
A) Organizing	i) Schumpeter
B) Risk taking	ii) D.C.McClelland
C) Innovating	iii) Jean Baptiste Say
D) Achievement motivation	iv) Richard Cantillon

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

2. Which of the following input is not involved in entrepreneurship? [K₃]

- | | |
|----------------|------------------------------|
| a) Opportunity | b) Pro active individual |
| c) Risk | d) External locus of control |

3. Assertion (A): The reward to an entrepreneur for risk taking is self actualization [K₃]

Reason (R): Self actualization is the highest order of human needs

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|--|--|
| a) Both A and R are false and R is not the correct explanations of A | b) A is True and R is false and R is NOT the correct explanations of A |
| c) A is False and R is true and R is NOT the correct explanations of A | d) Both A and R are true and R is the correct explanations of A |

PART B (10 x 2 = 20 Marks)

11. Differentiate between an Entrepreneur and a manager [K₂]
12. Differentiate i) invention ii) innovation and iii) creativity [K₂]
13. Compare the merits of a) Partnership and b) Limited companies in manufacturing [K₂]
14. Compare the merits of a) Partnership and b) Cooperative society in retailing [K₂]
15. List out the elements in the technical analysis of a project [K₄]
16. Differentiate related and unrelated diversification with examples [K₂]
17. Differentiate vertical and horizontal integration with examples [K₂]
18. Differentiate diversification and integration with examples [K₂]
19. What are the critical success factors in apparel industry? [K₂]
20. Name the different challenges faced by entrepreneurs [K₂]

PART C (10 x 5 = 50 Marks)

21. Evaluate the general sources of ideas for new projects. [K₅]
22. Evaluate the managerial and core functions of an entrepreneur [K₅]
23. Analyze the Importance of Entrepreneurship in Small Business management. [K₄]
24. Discuss the different sources of short term finance. [K₃]
25. Discuss the different sources of long term finance. [K₃]
26. Discuss the order of stages of business growth with graph in its life cycle [K₃]
27. Discuss- "Economy is the effect and entrepreneurship is the cause" [K₂]
28. Discuss SWOT Analysis of Indian apparel industry. [K₃]
29. Discuss CSF of Indian apparel industry. [K₃]
30. Discuss about the corporate social responsibility initiatives taken by Indian companies [K₃]

PART D (2 x 10 = 20 Marks)

31. i) Write a business plan for the manufacture of T shirts and Trousers (6) [K₃]
ii) How the above plan can be assessed for its feasibility in terms of Technical and financial aspects? (4) [K₄]
32. i) Discuss the Expansion and diversification strategies of a business (5) [K₃]
ii) Discuss the Challenges faced in running a business in Tamil Nadu (5) [K₃]
