



M.TECH DEGREE EXAMINATIONS: JUNE 2018

(Regulation 2015)

Second Semester

APPAREL TECHNOLOGY

P15ATT204: Fashion Entrepreneurship Management

COURSE OUTCOMES

- CO1:** Organize, innovate and take risk in a business activity
CO2: Develop a Business Plan
CO3: Determining financial needs and the sources of finance
CO4: Analyze the PESTEL Business Environment and make Strategic decisions
CO5: 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. **Assertion (A):** Bank loan is a source of long term finance CO3 [K₃]
Reason (R): Bank loan is a secured debt
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
c) A is true but R is false d) A is false but R is true
2. Which of the following input is not involved in entrepreneurship? CO1 [K₂]
- a) Opportunity b) Pro active individual
c) Risk d) External locus of control
3. A form of business ownership created by contract between a retailer and a producer to sell the product under a prescribed business format in exchange for a royalty is called as CO4 [K₂]
- a) Distributor ship b) agency
c) Joint venture d) Franchising

4. Match List I with List II

CO1 [K₂]

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

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

5. Assertion (A): Sub contracting is a mutually beneficial commercial relationship

CO4 [K₃]

Reason (R): sub contractors work for more than one contractor

- a) Both A and R are Individually true and R is the correct explanation of A
- b) Both A and R are Individually true but R is not the correct explanation of A
- c) A is true but R is false
- d) A is false but R is true

6. The formal written expression of the entrepreneurial vision, describing the strategy and operations of a proposed venture is called as

CO2 [K₃]

- a) Business Plan
- b) Project report
- c) Appraisal
- d) Both a) and b)

7. State which of the following is True

CO2 [K₃]

- 1) Project Report and business plan are two different Things
 - 2) Market analysis is done to ascertain the salability of the product
 - 3) Assessing the availability of technology is called as technical feasibility
 - 4) Project appraisal is done only before implement a project
- a) 1,3
- b) 1,4
- c) 1,2
- d) 2,3

8. State whether the following is True CO4 [K₃]
 i) Diversification is adding more products
 ii) weaving unit adding garment unit is forward integration
 iii) weaving unit adding spinning unit is backward integration
 iv) weaving unit adding cement unit is unrelated diversification
 a) i,ii,iii. b) ii,iii.iv
 c) iii.iv d) i,ii,iii.iv
9. Give the right sequence of steps involved in public shares issue procedure CO3 [K₂]
 1.Application 2.allotment 3.Prospectus
 a) 1-3-2 b) 2-3-1
 c) 3-2-1 d) 3-1-2
10. Give the correct sequence of stages in small business enterprise formation CO2 [K₃]
 1.Markets, 2.Finance, 3.Identification, 4.Selection 5.Acquire vocational skills
 a) 2-3-4-1-5 b) 1-3-2-5-4
 c) 3-4-5-2-1 d) 4-5-1-3-2

PART B (10 x 2 = 20 Marks)

11. Differentiate between an Entrepreneur and a manager. CO1 [K₂]
 12. Differentiate i) invention ii) innovation and iii) creativity. CO1 [K₂]
 13. Compare the merits of a) Partnership and b) Limited companies in manufacturing. CO1 [K₂]
 14. Compare the merits of a) Partnership and b) Cooperative society in retailing. CO1 [K₂]
 15. Analyze the elements in the technical analysis of a project. CO2 [K₄]
 16. Differentiate related and unrelated diversification with examples. CO4 [K₂]
 17. Differentiate vertical and horizontal integration with examples. CO4 [K₂]
 18. Differentiate diversification and integration with examples. CO4 [K₂]
 19. What are the critical success factors in apparel industry? CO4 [K₂]
 20. Name the different challenges faced by entrepreneurs. CO5 [K₂]

PART C (10 x 5 = 50 Marks)

21. Evaluate the general sources of ideas for new projects? CO2 [K₅]
 22. Evaluate the managerial and core functions of an entrepreneur. CO1 [K₅]
 23. Analyze the Importance of Entrepreneurship in Small Business management? CO2 [K₄]
 24. Discuss the different sources of short term finance? CO3 [K₃]
 25. Discuss the different sources of long term finance? CO3 [K₃]

- | | | |
|--|-----|-------------------|
| 26. Discuss the order of stages of business growth with graph in its life cycle. | CO4 | [K ₃] |
| 27. Discuss- “Economy is the effect and entrepreneurship is the cause” | CO1 | [K ₂] |
| 28. Discuss SWOT Analysis of Indian apparel industry? | CO4 | [K ₃] |
| 29. Discuss CSF of Indian apparel industry? | CO4 | [K ₃] |
| 30. Discuss about the corporate social responsibility initiatives taken by Indian companies. | CO5 | [K ₃] |

Answer any TWO Questions

PART D (2 x 10 = 20 Marks)

- | | | | |
|---|-----|-------------------|-------------------|
| 31. i) Write a business plan for the manufacture of T shirts and Trousers. | (6) | CO2 | [K ₃] |
| ii) How the above plan can be assessed for its feasibility in terms of Technical and financial aspects. | (4) | CO2 | [K ₄] |
| 32. Discuss the Expansion and diversification strategies of a business. | CO4 | [K ₃] | |
| 33. Discuss the various Challenges faced in running a business by entrepreneurs in Tamil Nadu. | CO5 | [K ₃] | |
