



B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2018)

Seventh Semester

FASHION TECHNOLOGY

U18FTE0018: Entrepreneurship Development

COURSE OUTCOMES

- CO1:** Recognize the factors affecting entrepreneurship growth and their problems
- CO2:** Outline the importance of entrepreneurial development programs
- CO3:** Describe the projects identification, selection, and formulation procedure
- CO4:** Indicate the role of government in entrepreneurial development
- CO5:** Underline the basis of intellectual property rights in India.
- CO6:** Recognize the factors in the management of new enterprises

Time: Three Hours

Maximum Marks: 100

PART B (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|--|-----------------------|
| 1. Bifurcate entrepreneur and entrepreneurship | CO1 [K ₂] |
| 2. Summarize the problems of entrepreneurs | CO1 [K ₂] |
| 3. Differentiate between entrepreneur and manager | CO2 [K ₂] |
| 4. Define occupational mobility | CO2 [K ₂] |
| 5. Categorize the roles of organizational consultants | CO3 [K ₂] |
| 6. Elaborate few steps and formalities to be followed in starting new business | CO4 [K ₂] |
| 7. Define break-even point | CO4 [K ₂] |
| 8. Discuss on corporate social responsibility | CO5 [K ₂] |
| 9. Outline the various functions of WIPO and TRIPS | CO5 [K ₂] |
| 10. Differentiate between tangible & intangible property | CO6 [K ₂] |

Answer any FIVE Questions: -

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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| 11. | Criticize the various factors which affect the growth of entrepreneurship | 16 | CO1 | [K ₂] |
| 12. | a. Explain Maslow's need hierarchy theory of motivation. | 8 | CO2 | [K ₂] |
| | b. Categorize the role of consultancy organizations in promoting entrepreneurs. | 8 | CO2 | [K ₂] |
| 13. | Articulate the role and various phases of entrepreneurship development program | 16 | CO3 | [K ₃] |
| 14. | a. Summarize the role of district industry center & their functions (DIC) | 8 | CO4 | [K ₂] |
| | b. Categorize the role of government support to MSME for registration of IP. | 8 | CO4 | [K ₂] |
| 15. | Outline the role of patent, trademarks, industrial design & copy rights and discuss the outcomes & benefits of the same. | 16 | CO6 | [K ₂] |
| 16. | Elaborate the role on significance, content, formulation of the project report | 16 | CO5 | [K ₃] |
