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**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**  
**APRIL – 2019**  
**ENTREPRENEURIAL MANAGEMENT**

**15CBA6A**

**Time : 3 Hrs**

**Max. Marks : 75**

**SECTION-A (10 x 2 = 20)**

**Answer ALL the questions.**

1. Define the term entrepreneur.
2. State any four functions of entrepreneur.
3. Define feasibility study.
4. What is project report?
5. Define business idea.
6. Mention the three stages in the project appraisal process.
7. Define franchising.
8. Write short note on branding.
9. Who is an export entrepreneur?
10. What is project appraisal?

**SECTION-B (5 x 5 = 25)**

**Answer any FIVE of the following questions.**

11. What are the different types of entrepreneur?
12. What are the characteristics of an entrepreneur?
13. What are the problems faced by women entrepreneur?
14. How can be prepared for business plan?
15. Explain about TIIC.
16. Define franchising. Write various types of franchises.
17. What is technical feasibility? Explain its steps.
18. What are the various sources of business ideas?

**SECTION-C (3 x 10 = 30)**

**Answer ALL the questions.**

19. (a) What are the internal factors influencing entrepreneur?  
(Or)  
(b) What are the stages in new product development?
20. (a) State the role of governmental and non governmental agencies in promoting entrepreneurships in India.  
(Or)  
(b) What are the contents of a good project report?
21. (a) Write short notes on IFCI and its functions.  
(Or)  
(b) Write short note on role of government policies in pricing.

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