

(6 pages)

Reg. No. :

Code No. : 20924 E

Sub. Code : ESHI 31

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Third Semester

History

Skill Enhancement Course – ENTREPRENEURSHIP
DEVELOPMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is NOT a common trait of successful entrepreneurs?
(a) Risk-taking (b) Lack of creativity
(c) Resilience (d) Vision
2. Which term refers to the ability to generate new ideas and bring them to market?
(a) Innovation (b) Entrepreneurship
(c) Management (d) Leadership

3. What is the first step in starting a small industry?

- (a) Marketing strategy
- (b) Identification of business opportunity
- (c) Hiring employees
- (d) Production planning

4. Which of the following factors is NOT considered when selecting a product?

- (a) Cost of production
- (b) Profit margin
- (c) Personal interest
- (d) Celebrity endorsements

5. What is the primary goal of Quality Assurance?

- (a) To identify defects
- (b) To improve process and product quality
- (c) To minimize production costs
- (d) To increase production speed

6. Which quality assurance technique focuses on preventing defects in a product?

- (a) Inspection (b) Testing
- (c) Quality planning (d) Quality control

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7. What is the primary goal of a marketing strategy?
- (a) To increase product price
 - (b) To create customer awareness
 - (c) To identify and meet customer needs
 - (d) To minimize competition
8. Which marketing strategy focuses on creating a unique image of a product in the consumer's mind?
- (a) Cost leadership
 - (b) Differentiation
 - (c) Market penetration
 - (d) Diversification
9. What is self-management primarily concerned with?
- (a) Managing others
 - (b) Managing one's emotions and behaviors
 - (c) Managing finances
 - (d) Managing time
10. Which personality trait is often associated with stress resilience?
- (a) Neuroticism
 - (b) Conscientiousness
 - (c) Extraversion
 - (d) Openness

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PART B — (5 × 5 = 25 marks)
Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Discuss three key traits that define successful entrepreneurs.
- Or
- (b) How can innovation be encouraged in entrepreneurial entrepreneurs?
12. (a) Explain the process of identifying a business opportunity.
- Or
- (b) What are some common types of government incentives for small industries?
13. (a) Describe the role of quality assurance in product development.
- Or
- (b) How can organizations ensure continuous improvement in quality management?
14. (a) Explain the importance of market strategy in marketing.
- Or
- (b) Discuss the impact of advertising on consumer behavior.

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15. (a) Explain the importance of self-awareness in personnel management.

Or

- (b) Discuss how ethical considerations impact business decision-making.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Evaluate the impact of technology on entrepreneurship in rural areas.

Or

- (b) Analyze the challenges of innovation in rural entrepreneurship.

17. (a) Discuss how entrepreneurs can effectively conduct market research before starting a small industry.

Or

- (b) Analyze the challenges small industries may face in applying for government incentives.

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18. (a) Analyze the relationship between quality assurance and quality control.

Or

- (b) Discuss the role of management in implementing quality control measures.

19. (a) Analyze how packaging influences consumer purchasing decisions.

Or

- (b) Examine the role of market research in developing marketing strategies.

20. (a) Analyze the relationship between social responsibility and business profitability.

Or

- (b) Examine the role of communication in managing stress and promoting social responsibility in organizations.

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