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QP CODE: 22101650

Reg No : .....

Name : .....

B.VOC DEGREE EXAMINATIONS, APRIL 2022

Sixth Semester

BRCTG601 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP

(Common for B.Voc Broadcasting and Journalism, B.Voc Renewable Energy Management and B.Voc Renewable Energy Technology and Management)

2019 Admission Only

BFFD9163

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Who is an agricultural entrepreneur?
2. State the attitudinal factors influencing entrepreneurship.
3. What do you mean by network economy?
4. Briefly explain franchise agreement.
5. What is MSME?
6. List out various steps to establishing an enterprise.
7. What is the main objective of project identification?
8. "Project idea should be SMART".Expand the term "SMART" in the above statement.
9. What is a trademark?
10. What is a patent?
11. Write down the stages in project formulation.
12. List out the main components in a financial project appraisal.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Describe the various sociological factors that affect the growth of entrepreneurship.
14. How we can develop rural entrepreneurship.
15. What is the traditional economy?
16. Write a note on the knowledge sector.
17. Explain the significance of mass media as a source of the business ideas.
18. Explain indirect financial assistance.
19. How does a subsidy work?
20. What is the significance of the project report?
21. What are the essential items that should be contained in a content?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. List out and explain the various functions of an entrepreneur.
23. Explain the various business ideas for dealerships.
24. Explain the procedure of copyright registration.
25. Explain the need for a project formulation exercise.

(2×15=30)