

Code No. 10151

FACULTY OF ARTS
B.A. (Vocational) III – Year Examination, March / April 2018

Subject : Communicative English

Paper – VI
Entrepreneurship Development and Enterprise Management

Time : 3 hours

Max. Marks : 75

- ✓ Read the following case and answer the questions that follow. Answer should not exceed 75 lines in all. 25
- Two persons, a technocrat and a post-graduate in management started manufacturing cosmetics and beauty products. The unit prospered for some years but after the technocrat Director resigned, the unit turned into a sick unit. A retired bank manager look up the task of reviving the unit.

- ✓ 1 What should be the rehabilitation plan of the new director?
✓ 2 What financial assistance can be taken from the bank?
✓ 3 What entrepreneurial skills should he employ to succeed?

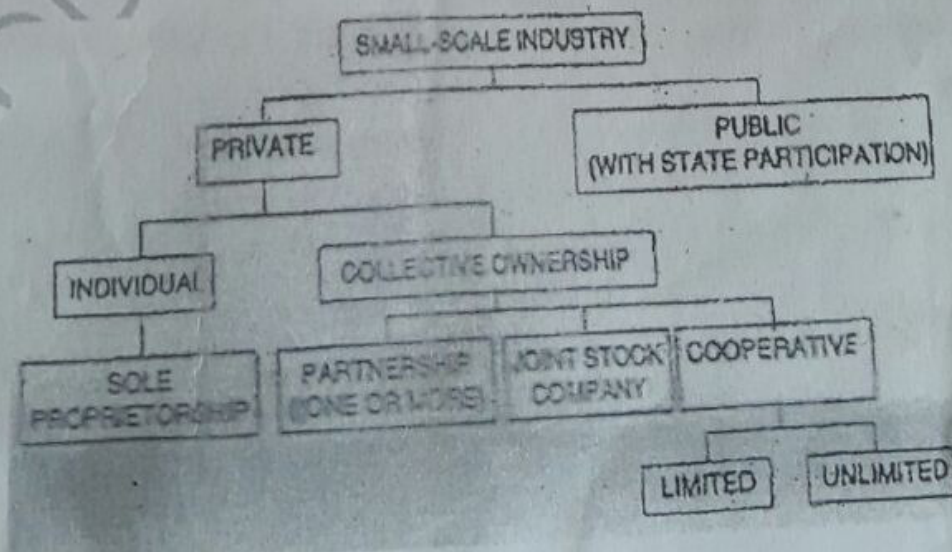
10x1=10

✓ II Fill in the blanks.

- ✓ 1 Tertiary sector is _____.
✓ 2 Innovativeness is one of the qualities of _____.
✓ 3 Lack of technical skills is a barrier to _____.
✓ 4 ICICI stands for _____.
✓ 5 SIDO stands for _____.
✓ 6 Technical analysis is related to _____.
✓ 7 Maximum social welfare is one of the features of _____ economy.
✓ 8 Indian economy is _____ economy.
✓ 9 Inter-personal relations are important in _____.
✓ 10 Trade mark means _____.

1x10=10

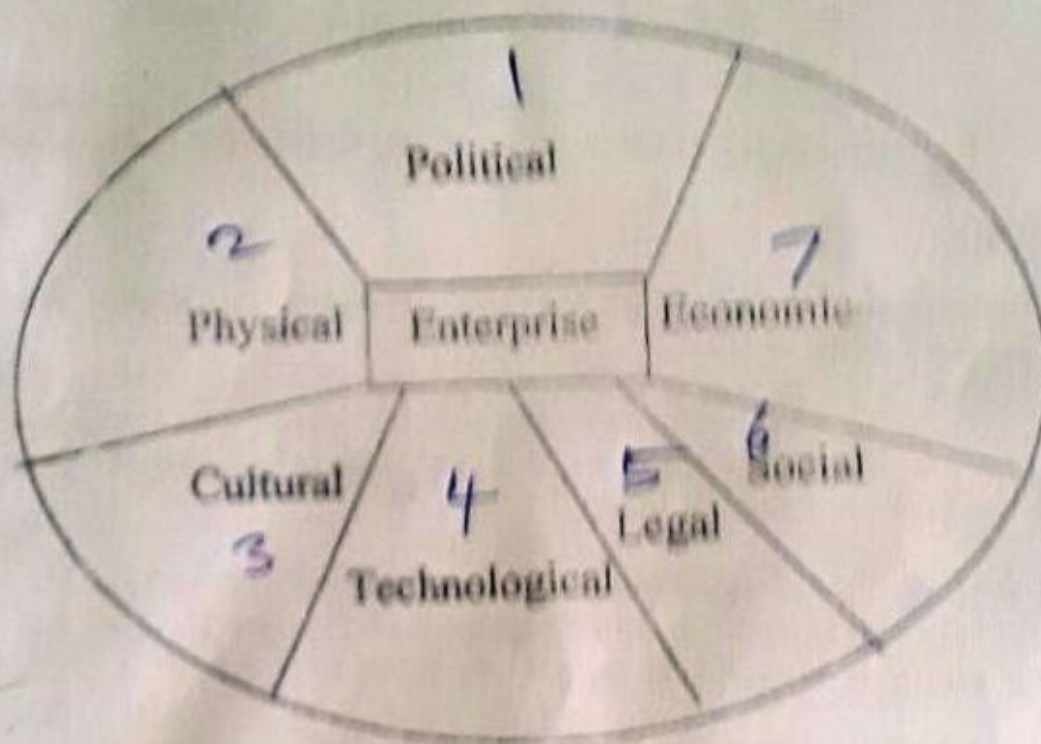
✓ III Explain the following diagram in about 30 lines.



OR

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Code No. 10181



Answer any THREE of the following in about 15 lines each.

3x5=15

1. What are the characteristics of an entrepreneur?
2. What are the important activities of EDPs?
3. What are the problems faced by women entrepreneurs in India?
4. Explain the functions of SIDBI.
5. What are the steps involved in Project Identification?
6. Explain the barriers to entrepreneurship.

Answer any ONE of the following in about 45 lines.

1x15=15

1. Explain the role of Liberalisation, Privatization and Globalization (LPG) in economic development.
2. Explain the role of Public Sector in accelerating development.
3. Define Project Report and explain the elements of a Project Report.

..4..

He told NDTV: "The privacy judgment is without doubt one of the most important and beautiful constitutional judgements in recent history. We felt there was a need to celebrate it and communicate its essence to every Indian. Privacy matters to every Indian citizen. In our view, the core of the judgment puts a much-needed question mark on Aadhaar and hence this song directly challenges Aadhaar."

Reading a poem on what appears to be his traumatic experience when fringe groups demanded a ban on his novel, author Perumal Murugan shares the intrusion of privacy by police in the name of security. They, he claims jotted down every single movement inside and outside his house.

The song ends with a Hindi performance by Shital Sathay and group who call the Aadhaar card a "farce".

V. Use any one of the following visuals to make a news item for telecast: 1x10=10

a)



A cloth is tied around 2-year-old boy's ankle by his mother to prevent him from running away, as she works on a road construction nearby...

b)



A vendor waits for customers as he sells stuffed teddy bears on a pavement