

**BACHELOR OF ARTS  
(VOCATIONAL STUDIES) MICRO,  
SMALL AND MEDIUM  
ENTERPRISES  
(BAVMSME)**

**Term-End Examination  
June, 2025**

**BERE-143 : TRADITIONAL AND RURAL  
ENTERPRISES**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Attempt any *five* questions. All questions carry equal marks.

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1. (a) Describe the categories of Indian Handicrafts based on the materials used in their creation.
- (b) Give the salient features of two major national-level schemes aimed at promoting the development of handicrafts. 10+10=20

2. (a) What are the advantages of Innovations in Traditional Crafts ?  
(b) How can digital technologies complement traditional crafts ?  
10+10=20
3. (a) Why should we use social media for advertising ? Describe any *five* popular social media platforms used for advertising.  
(b) What are the advantages of Online market places for selling a product ? List *four* popular e-commerce sites in India.  
10+10=20
4. (a) Explain dairy production system. Describe major dairy production systems in India.  
(b) Describe *three* important schemes available for dairy enterprises under Micro, Small and Medium Enterprises (MSMEs).  
10+10=20
5. (a) What are agriculture based enterprises ? Explain agriculture based micro and small enterprises with suitable examples.

- (b) List *ten* popular micro and small enterprises based on organic farming.  
10+10=20
6. (a) Explain the *three* major systems under which poultry farming is practised.
- (b) Describe different sheep and goat production systems that are prevalent in India.  
10+10=20
7. (a) Briefly describe *five* entrepreneurial opportunities for recycling of bio-products.
- (b) What are Hazardous Wastes ? Why are they dangerous ? Describe suitable disposal methods.  
10+10=20
8. Write short notes on the following : 4×5=20
- (a) E-wastes
- (b) Livelihood options in Floriculture
- (c) Challenges faced in Fruit and Vegetable Sectors
- (d) 4R's principles of Waste Management

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