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BERE-143

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any *five* questions.

(ii) All questions carry equal marks.

1. (a) What obstacles do rural artisans face while accessing support for their craft-based livelihoods ?
- (b) Describe the various categories of handicrafts based on their applications and materials used in their creation.

5+15

2. (a) How do traditional crafts contribute to sustainable development ?
- (b) How do government programs support innovation in traditional crafts ?
- 10+10
3. (a) What are the important strategies for effective social media advertising ?
- (b) Why do we use social media for advertising ?
- (c) What are the advantages of Online market places for selling a product ?
- 5+5+10
4. Write short notes on the following :
- (a) Animal Husbandry Infrastructure Development Fund (AHIDF)
- (b) Dairy production systems and their major characteristics.
- 10+10

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5. What are the challenges faced by the Floriculture Industry in the global market ?
List out the strategies followed to be in pace with global market. 20
6. Discuss the role of sheep and goat in food and livelihood security. Discuss the comparative advantages of sheep and goats from management, production and economic point of views. 20
7. (a) What are the 4 R's principles for Waste Management ?
(b) What are the important lessons in Management of Hazardous Wastes ?
10+10
8. Write short notes on the following : 4×5=20
- (i) E-wastes
 - (ii) Industry 4.0 in context of food processing sector
 - (iii) Green Marketing
 - (iv) Renewable Energy Enterprises

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