

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

Term-End Examination

June, 2026

BERE-144 : ENTREPRENEURIAL SECTORS

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. (a) Explain 'Resource Utilization' and describe the significance of resource utilization under the entrepreneurship development.
- (b) Describe the types of resource utilization of entrepreneurship development. 10+10

2. (a) Describe the role of MSMEs in Job creation.
- (b) Mention the challenges faced in setting up MSMEs and possible ways to overcome them. 10+10
3. (a) What are the possible options for setting up new ventures of semi-urban areas of India ?
- (b) How can entrepreneurs identify and capitalize of market demands or gaps to establish successful ventures in semi-urban areas ? 10+10
4. (a) Describe the role of technology in enhancing the efficiency of market research.
- (b) Briefly explain the crucial primary resources required for the MSMEs in the manufacturing sector. 10+10

5. (a) Nuclear energy has both advantages and disadvantages linked to it. Discuss this statement giving suitable reasons.
- (b) With the help of a neatly labelled diagram describe how energy is derived from bio-mass. 10+10
6. Write short notes on : 4×5=20
- (i) 'Resource identification' in the context of business
- (ii) SWOT analysis
- (iii) Use of social media platforms for MSMEs
- (iv) Emerging MSME sectors in urban areas
7. Describe any *five* important government schemes to promote entrepreneurship and MSMEs in renewable energy sector. 20
8. (a) Define of 'Homestay' and write the important characteristics of a

Homestay. List the important facilities required for starting a Homestay establishment.

- (b) Describe the different types of tour operators. Explain a successful tour operator enterprise with the help of a case study. 10+10

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