

**MANIPAL UNIVERSITY****EIGHTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – MAY 2017****SUBJECT: BFD 408 – ENTREPRENEURSHIP**

Monday, May 08, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ **Answer any FIVE complete questions.**

✍ **Illustrate wherever necessary.**

- 1A. Explain any clothing line that you intend to start as a fashion designer.  
1B. Explain the qualitative and quantitative market research with a relevant example.  
1C. Develop a primary research questionnaire for a clothing line that you intend to start.  
1D. Do a SWOT analysis for the clothing line that you intend to start.

(1+3+3+3 = 10 marks)

- 2A. Explain identifying opportunities as one of the fashion entrepreneurial traits with a relevant example.  
2B. Explain fashion clusters and fashion incubators.

(5+5 = 10 marks)

- 3A. Write short notes on marketing and branding.  
3B. Write short notes on sales and negotiation.

(5+5 = 10 marks)

- 4A. Explain any three external sources of finance.  
4B. Write short notes on balance sheets.

(5+5 = 10 marks)

- 5A. Write short notes on project planning and project control.  
5B. Write short notes on project in brief.

(5+5 = 10 marks)

6. Explain design and production cycle.

(10 marks)

