

**MANIPAL ACADEMY OF HIGHER EDUCATION**  
**EIGHTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – APRIL 2018**  
**SUBJECT: BFD 408 – ENTREPRENEURSHIP**

Thursday, April 19, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ **Answer any FIVE complete questions.**

✍ **Illustrate wherever necessary.**

1A. Explain the entrepreneurial decision process.

1B. Explain supply chain opportunities in fashion industry.

(5+5 = 10 marks)

2. You as a fashion design graduate wishes to start a new business venture. Explain the business venture that you intend to start and detail the marketing strategy and marketing tools that you would require for the business.

(10 marks)

3A. Explain the process of design development and develop a style control sheet with a relevant example.

3B. Explain the research and sourcing in the design and production cycle.

(5+5 = 10 marks)

4A. Explain the project brief with an example.

4B. Explain the growth phases of the business.

(5+5 = 10 marks)

5A. Explain break-even analysis with an example.

5B. Explain the different sources of finance.

(5+5 = 10 marks)

6. Explain the business plan structure.

(10 marks)

