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BERE-143

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

**Term-End Examination
December, 2025**

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

Time : 3 Hours

Maximum Marks : 100

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

1. (a) What is the significance of Geographical Indication (GI) tags for Indian handicrafts ? Explain giving *five* examples where they have been used.
- (b) Briefly explain the problems and challenges of the Indian Handicrafts Industry. 10+0=20

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2. (a) Describe key areas of the handicrafts industry that offer scope for creative innovations.
- (b) Explain the role of traditional crafts in sustainable consumption and production patterns. 10+10=20
3. (a) What is the importance of social media in advertising ? Briefly describe the best practices for effective social media utilization.
- (b) Discuss the challenges in implementing digital marketing strategies. 15+5=20
4. Briefly describe the various MSME Opportunities in Dairy Farming. 20
5. (a) Discuss the Possible Employment Opportunities and constraints in organic farming.
- (b) What options are available for setting up New Floriculture Enterprises ?
- 10+10=20

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6. (a) Explain the characteristic features of backyard extensive system of poultry farming.
- (b) Name the factors influencing egg productivity in different parts of the country and give the reasons for enhanced productivity. $10+10=20$
7. (a) Describe E-wastes with the help of examples. Give suitable e-waste management options.
- (b) Define Waste Management. Why is it important to manage waste ?
- $10+10=20$
8. Write short notes on the following :
- (a) Industry 4.0 in the context of food processing sector
- (b) Bio-wastes
- (c) Hazardous Waste
- (d) Challenges faced in the Spice Sector
- $4 \times 5 = 20$

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