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BERE-144

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

**Term-End Examination
December, 2025**

BERE-144 : ENTREPRENEURIAL SECTORS

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Discuss 'Resource Identification' in the context of business or organization management.

(b) Why is it important to identify resources ? Mention some key resources that entrepreneurs should be able to identify. 10+10

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2. (a) Explain the Market Assistance Scheme provided by the Government for MSMEs.
(b) Describe the societal advantages of establishing MSMEs. 10+10
3. Explain the critical factors governing the regional potential of semi-urban areas for initiating new ventures. How can these factors be leveraged effectively for business growth ? 20
4. (a) How can networking and partnerships benefit semi-urban MSMEs ? Explain the approaches that can be used to establish them.
(b) Describe the role of social media marketing in promotion of semi-urban MSMEs. List the platforms that are most effective for promotion of MSMEs. 10+10
5. Define 'Green Jobs'. Describe the possible green jobs in solar, wind, biomass and small scale hydro-energy sectors. 20

6. Write short notes on the following :
- (a) Five strategies for better resource utilization
 - (b) PESTLE Analysis
 - (c) Entrepreneurial prospects and opportunities in semi-urban areas
 - (d) Service sector MSMEs in Urban areas
- 4×5=20
7. (a) Describe the characteristic features of 'Green Buildings'. How can energy be conserved in green buildings ?
- (b) Define 'Smart Cities'. Explain the strategies adopted for the development of smart cities.
- 10+10
8. (a) Briefly describe the food and beverage industry. Classify the F&B Industry on the basis of motive of operation.
- (b) Discuss the main challenges faced by the enterprises in the tourism sector.
- 10+10

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