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BERE-144

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

Term-End Examination

June, 2025

BERE-144 : ENTREPRENEURIAL SECTORS

Time : 3 Hours

Maximum Marks : 100

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

1. (a) How does entrepreneurship promote Urbanization ? Explain with examples.

10

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- (b) Describe some entrepreneurial opportunities in urban India. Give examples. 10
2. Explain the need for market analysis. Describe the steps that should be taken to conduct a comprehensive market analysis. 20
3. Describe the probable options for setting up new ventures in semi-urban areas of India. What considerations should be taken before setting up a new venture ? 20
4. (a) Describe the role of technology and innovation in optimizing business operations. 10
- (b) List the techniques that spark creativity and innovative business concepts. 10
5. How do environmental changes impact the usage of non-renewable sources of energy ? 20

6. Write short notes on the following : $4 \times 5 = 20$
- (i) Criteria of urban area as per census of India
 - (ii) Resource utilization for entrepreneurs
 - (iii) Use of Social Media platforms for MSMEs
 - (iv) Key urban manufacturing sectors
7. (a) What do you understand by the term 'Smart Cities' ? Describe the strategies adopted for the development of smart cities. 10
- (b) Briefly discuss any *four* startups practising sustainable green building construction. 10
8. (a) Describe the various MSME options for Transportation, Accommodation and Tourism sectors. 10
- (b) Describe the stepwise registration process for MSMEs in the tourism sector. 10

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