

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2013

**BFM-062 : FASHION ENTREPRENEURSHIP AND
INTELLECTUAL PROPERTY RIGHTS**

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by entrepreneurship ? 20
Discuss some of the characteristics of a successful entrepreneurs.
2. What are the five primary selling seasons for most 20
manufacturers of fashion apparel and how does
these seasons impact fashion entrepreneurs ?
3. What is the importance of Business plan for an 20
entrepreneur ? Explain in brief how a business
plan is prepared.
4. Write short notes on any two : 10x2=20
 - (a) Various sources of finance for an entrepreneur
 - (b) Geographical Indication
 - (c) Copyright

5. What are the differences between 'Trademark' and 'Patent'. 20

 6. What do you understand by Intellectual Property Rights and what is its significance for fashion entrepreneurs ? 20
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