

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

**Term-End Examination
December, 2012**

00075

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

Time : 3 hours

Maximum Marks : 100

*Note : The question paper has two parts-A & B . Answer any
three questions from PART -A and any two from
PART-B . All questions carry equal marks.*

PART-A

Answer *any three*.

1. What do you understand by entrepreneurship ? 20
Discuss various traits of successful entrepreneurs.
2. Failure to make the growth transition from 20
entrepreneur to manager is the primary cause of
failure in small business. Discuss.
3. What methods do fashion retailers use to generate 20
a strong brand equity ? Explain giving an example
and using the context of a fashion brand.
4. What do you understand by the financial plan 20
for a business ? Why is the financial plan
important to a company ?

PART-B

Answer *any two*.

5. What do you understand by Intellectual property? 20
Why is IPR important in the fashion industry?
6. Giving the meaning and for what are they being used, explain any two of the following with appropriate examples : 10x2=20
- (a) Patents
 - (b) Geographical Indications
 - (c) Industrial Design
7. What are the differences between 'trade-mark' 20
and 'copyright' and where and for what are they applicable? Explain with examples.
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