

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

Term-End Examination

June, 2014

00312

**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 are the various traits of an entrepreneur ? 20
Distinguish between entrepreneurs and intrapreneurs.
2. What is the importance of financial plan for a 20
business? What are the various sources of finance
for entrepreneur in India ?
3. "Social media is a very strong tool for fashion 20
entrepreneurs". Do you agree ? Why ?
4. Write short notes on **any two** of the following :
(a) Financial plan in business 10x2=20
(b) Process of entrepreneurship
(c) Trade secrets
5. What are intellectual property rights and how are 20
they useful for Fashion Designers ?
6. Explain the differences between 'Copyright' and 20
'Trade mark' with appropriate examples.