



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BOT 3434/3318

Entrepreneurial Botany

Marks: 75

I. Answer any FIVE of the following questions each not exceeding 4 pages. (5X15=75)

1. Define entrepreneurship and develop a project for mushroom culture.
2. Study the preparation and methods of marketing of fresh and dry flowers.
3. How will you prepare RTS to pulp, paste, ketchup and soup?
4. What are nutraceuticals? Study their significance in health industry.
5. Tell us different funding agencies that are supporting micro and small business and MSMP.
6. Write notes on cultivation, collection and marketing of Madurai malli.
7. How important is knowledge of copyright, trademarks & IPR in import and export business?