

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

(For candidates admitted during the academic year 2019-20)

SUBJECT CODE: 19CO/ME/BD45

B.Com (CS) DEGREE EXAMINATION APRIL 2021

CORPORATE SECRETARYSHIP

FOURTH SEMESTER

COURSE : MAJOR – ELECTIVE

PAPER : BUSINESS DEVELOPMENT

TIME : 90 MINUTES

MAX. MARKS: 50

Section A

Answer all questions

(7x2=14)

1. What is meant by Business Development?
2. Define the term Entrepreneur.
3. Write any two qualities required for entrepreneurs.
4. Explain the term Cash Credit.
5. What are the sources for generating Business Idea?
6. List out any two services offered by ITCOT.
7. Write a note on Legal Feasibility.

Section B

Answer any two question

(2x8=16)

8. What are the various stages of New Product Development?
9. Discuss the problems faced by women entrepreneurs?
10. Explain the functions of Technical Consultancy Organisations (TCO).

Section C

Answer any one question

(1x20=20)

11. How are the entrepreneurs classified?
 12. Explain any ten business idea generation techniques.
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