

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)

COURSE CODE:19CM/AC/EN15

B.C.A. DEGREE EXAMINATION DECEMBER 2020

COMMERCE – SHIFT II

FIRST SEMESTER

COURSE : MAJOR – CORE

PAPER : ENTREPRENEURSHIP – NEW VENTURE CREATION

TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all the questions

(7 x 2 = 14)

1. Define Project Feasibility.
2. State any two functions of IDBI.
3. Define a Project.
4. What is inventory management?
5. What is a business plan?
6. Define an Entrepreneur.
7. What is EOQ?

SECTION – B

Answer any Two Questions

(2 x 8 = 16)

8. Explain the influence of e-business in economic development.
9. Draft a model business plan of your own
10. What is Venture Capital? Explain the relevance of venture capital to the entrepreneur

SECTION – C

Answer any One Question

(1 x 20 = 20)

11. Describe with examples the salient characteristics of successful entrepreneurs
12. “The success in business is synonymous of the success in marketing” – in the light of this statement elaborate the importance of marketing in the modern business
