

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**

**COURSE CODE:19CM/AC/EN15**

**B.COM DEGREE EXAMINATION – NOVEMBER 2021**

**COMMERCE – SHIFT II**

**COURSE : ALLIED – CORE**

**PAPER : ENTREPRENEURSHIP-NEW VENTURE CREATION**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(7 x 4 = 28)**

1. Define Entrepreneurship.
2. What is opportunity Identification?
3. State any two importance of working capital.
4. Write a note on the importance of plant location.
5. What are the objectives of IFCI
6. State any four differences between entrepreneur and intrapreneur.
7. Who is a social entrepreneur?

**SECTION – B**

**Answer any TWO questions:**

**(2 x 16 = 32)**

8. a)What is financial planning? b) Explain the need for financial planning.
9. a) What is a business plan? b) Explain its significance in product development.
10. a)What is production management? b)Explain the process involved in production management.

**SECTION – C**

**Answer any ONE question:**

**(1 x 40 = 40)**

11. a) Describe with suitable examples the salient features of Entrepreneurs. (20 Marks)

b) Fab was once known as ‘the world’s fastest growing startup’ and was valued at over at \$1 billion before it ultimately crashed. Fab underwent a variety of changes as it contained employees with diverse culture, a daily flash sales site, to ‘the world’s design store’, before finally be sold off to PCH, for a reported \$15 million in cash and stock.

Imagine yourself as an entrepreneur in such a situation what are the steps you would take to bring back your firm into the market. (20 Marks)

12.a)Define a feasibility report. Elaborate on the steps in preparing a feasibility report. (20 Marks)

b) Peter is an entrepreneur. His idea is to develop a project to improve the infrastructure of his town. Help him to develop a feasibility report based on which the Government could give him approval to carry on his dream project. ( 20 marks)

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