

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086.
(For candidates admitted during the academic year 2019-2020 and thereafter)

COURSE CODE: 19CO/ME/BD45

B.COM DEGREE EXAMINATION – APRIL 2022
CORPORATE SECRETARYSHIP
FOURTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : BUSINESS DEVELOPMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(10 x 2 = 20)

1. What is meant by Business Development?
2. Define Entrepreneur.
3. Write a short note on Business Plan.
4. What is Network Analysis?
5. Define the term 'Women Entrepreneur'.
6. Write a short note on Manufacturing Industry.
7. Identify the stages of product life cycle.
8. What is meant by Project Formulation?
9. Mention few schemes generated for promoting entrepreneurship.
10. Write a short note on District Industrial Centre.

SECTION – B

Answer any five questions:

(5 x 8= 40)

11. Elaborate on the qualities required to be a successful entrepreneur.
12. Explain the contents to be included in a Business Plan.
13. Differentiate between a Manager and an Entrepreneur.
14. What are the challenges faced by women entrepreneurs?
15. Identify the contents to be included in Partnership Deed.
16. Enumerate the limitations existing in women entrepreneurship.
17. Distinguish between a Public Company and a Private Company.

SECTION – C

Answer any two questions:

(2 x 20= 40)

18. Elaborate on the classification of entrepreneurs.
19. What are the Planning Commission guidelines to be followed in preparation of project report by the medium and large-scale manufacturing and service industries?
20. Explain any ten Business Idea generation techniques.
21. Elaborate on the stages involved in New Product Development.
