

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-86
(For candidates admitted during the academic year 2019 – 2020 and thereafter)
SUBJECT CODE: 19VB/VE/ED35

B.Voc. DEGREE EXAMINATION, NOVEMBER 2022
BANKING, FINANCIAL SERVICES AND INSURANCE
THIRD SEMESTER

COURSE : ELECTIVE
PAPER : ENTREPRENEURIAL DEVELOPMENT
TIME : 3 HOURS

MAX.MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS

(10X2=20)

1. Define Entrepreneur.
2. Name any four Non-Banking Institutions assisting Entrepreneurs.
3. What is a Micro, Small or Medium Enterprise?
4. Write a note on Financial Planning.
5. What do you mean by Opportunity Identification?
6. What is Subsidies? How it is different from Incentives?
7. Define Project formulation.
8. What do you understand by Project feasibility?
9. Bring out any two issues in the Development of Entrepreneurs in India.
10. State the importance of Project report.

SECTION – B

ANSWER ANY FIVE QUESTIONS

(5X4=20)

11. What are the Factors affecting Entrepreneurship growth?
12. Describe the types of Entrepreneurs? Which one do you think most suitable for India?
13. What is the role of Government in Assisting Entrepreneurs?
14. What are the sources of Idea generation?
15. State the content of a Feasibility Report.
16. Define Project. What are its classifications?
17. Elaborate the role of Entrepreneurship in Service Institutions.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2X15=30)

18. What are the functions of an entrepreneur? Also bring out the qualities of a successful Entrepreneur.
19. Discuss the role of Banking and Non-Banking Institutions assisting Entrepreneurs.
20. Explain the elements of Project Formulation in detail.

**Compulsory Question
Case Study****30 marks**

Ms. Lalitha after her graduation decided to start her own business. After a brief market study, she started a organic shop in Chennai, Tamil Nadu. Knowing the expectations of customer of her age initially she concentrated on cosmetics and lotions. She adopted various marketing strategy including social media to sell her products. The rapid growth has not been without problems. Many competitors entered the market after seeing the success of her business. She experienced many challenges in fact money was her biggest issue. The most common criticism she received from her known circle was lack of planning and forecasting. Then she started researching about the similar type of business running successfully in other countries. She was impressed on one such business and decided to follow that strategy. By then she was able to manage funds and converted one half of the shop into restaurant and decided to sell only healthy and traditional foods. By the end of the decade, her business was dramatically restructured, and started her own manufacturing unit.

Questions:

- (a) What are the entrepreneurial opportunities you can find in her?
- (b) If you were hired as a consultant which challenges, would you consider most important?
- (c) When she decided to innovate her business radically what type of entrepreneurial traits she adopted?
- (d) What advise you will give to Ms. Lalitha to manage funds which she requires for expansion.
- (e) If you were to launch the similar venture today, outline what steps you would need to take in formulating a business plan.
