

**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 2023**  
**CORPORATE SECRETARYSHIP**  
**FOURTH SEMESTER**

**COURSE : MAJOR – ELECTIVE**  
**PAPER : BUSINESS DEVELOPMENT**  
**TIME : 3 HOURS**  
**100**

**MAX. MARKS:**

**SECTION – A**

**Answer all the questions:**

**(10 x 2 = 20)**

1. Define the term 'Entrepreneur'.
2. What is Business Development?
3. Write a brief note on SWOT Analysis.
4. State the objectives of NSIC.
5. What are DICs?
6. What is Project appraisal?
7. What do you understand by the term "Marketing Feasibility"?
8. Identify any two challenges faced by women entrepreneurs.
9. Write a short note on Business Plan.
10. Mention any two institutions supporting women entrepreneurs.

**SECTION – B**

**Answer any five questions:**

**(5 x 8= 40)**

11. Explain the techniques of Business Idea Generation
12. Discuss the role played by Government in Entrepreneurial development.
13. Discuss the different phases of EDP.
14. Describe the various stages of Business Plan.
15. What are the contents of project Report?
16. Explain the Development of Small Scale Sector in India.
17. Explain the various types of entrepreneurs according to the type of business?

**SECTION – C**

**Answer any two questions:**

**(2 x 20= 40)**

18. Mention the various internal and external factors that influence entrepreneurship.
19. What are the contents of Business Plan?
20. Discuss the opportunities and various schemes for promotion of women entrepreneur.
21. Elaborate the Preparing a Model Project Report for Starting a New Venture.

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