

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B. C.A. DEGREE EXAMINATION, NOVEMBER 2023
FIRST SEMESTER

COURSE : **ALLIED CORE**
PAPER : **ENTREPRENEURSHIP- NEW VENTURE CREATION**
SUBJECT CODE : **23CM /AC/EN15**
TIME : **3 HOURS** **MAX. MARKS: 100**

Q. No.	SECTION A Answer all the questions	(5 x 2 = 10)	CO	KL
1.	Define Business Organization.		1	K1
2.	What do you mean by Project Feasibility?		1	K1
3.	What is Lease Financing?		1	K1
4.	State the meaning of Production Management.		1	K1
5.	Write short notes on E-Business.		1	K1
Q. No.	SECTION B Answer all the questions	(5 x 2 = 10)	CO	KL
6.	Outline the role of small business in economic development.		2	K 2
7.	List out the key stages involved in launching a new business.		2	K 2
8.	What is the meaning of a business plan, and what are its core contents?		2	K 2
9.	What is inventory management, and what are its primary objectives?		2	K 2
10.	Can you outline the key stages in the development of E-Business?		2	K 2
Q. No.	SECTION C Answer any two questions	(2 x 10 = 20)	CO	KL
11.	What are the primary functions of an entrepreneur in a business context? Explain.		3	K3
12.	What are some common sources of business ideas, and can you explain the idea selection process?		3	K3
13.	How do E-Businesses protect customer data and financial information in the era of online transactions?		3	K3
Q. No.	SECTION D Answer any two questions	(2 x 10 = 20)	CO	KL
14.	Discuss in detail how entrepreneurs identify and select business opportunities.		4	K4
15.	How can marketing management strategies be tailored to address the specific needs of small businesses?		4	K4
16.	Describe the types of entrepreneurs.		4	K4
Q. No.	SECTION E Answer any two questions	(2 x 20 = 40)	CO	KL
17.	Discuss in detail the role of financial institutions supporting entrepreneurship development.		5	K5
18.	How can entrepreneurs assess the feasibility of their project, especially in the initial stages? Explain in detail.		5	K5
19.	What role does market research play in marketing management for small businesses? Discuss.		5	K5
20.	Explain in detail various key financial considerations when drafting a business plan.		5	K5
