

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted during the academic year 2020-2021 and thereafter)

B.COM. DEGREE EXAMINATION – APRIL 2024
HONOURS
SIXTH SEMESTER

COURSE : MAJOR – CORE
PAPER : ENTREPRENEURSHIP
SUBJECT CODE : 20BH/MC/EP64
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(10 x 2 = 20)

1. What is an Enterprise?
2. Define the term Entrepreneur.
3. What do you mean by Small Scale Industries?
4. List out Cottage Industries in India.
5. What is Social feasibility of the project?
6. State the significance of scanning the environment for opportunities.
7. What is Business plan?
8. List out the types of business plan.
9. What do you mean by Micro Finance?
10. Write a brief note on SIDBI.

SECTION – B

Answer any five questions:

(5 x 8 = 40)

11. Explain the problems faced by women entrepreneurs.
12. Elucidate the role of SSE in the Development of the Indian Economy.
13. Distinguish between an Ancillary unit and a Tiny unit.
14. State the significance of technical and economic feasibilities in deciding the viability of the project.
15. Discuss the various stages of identification of business opportunities.
16. Describe the contents of business plan.
17. Explain the functions of SIDO.

SECTION – C

Answer any one question:

(1 x 20 = 20)

18. Elucidate the various causes and remedial measures for sick industries.
19. Discuss in detail the Steps Involved in Starting a Business Venture.
20. Explain the various precautions to be taken while preparing a Business Plan.

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21. Compulsory Case Study**(1 x 20 = 20)**

In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled “The Tablet Newspaper: A Vision for the Future” shows off the design of a futuristic newspaper designed at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbour Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

- (a) Using the components of a feasibility study, consider how the newspaper company would stack up on go-or-no-go decisions for each component of the feasibility study.
- (b) Do you think abandoning the project is a wise decision?
- (c) How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis?
