

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

B.COM. DEGREE EXAMINATION – APRIL 2024
CORPORATE SECRETARYSHIP
FOURTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : BUSINESS DEVELOPMENT
SUBJECT CODE : 19CO/ME/BD45
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all the questions: **(10 x 2 = 20)**

1. Write a note on Business Development.
2. Define entrepreneur.
3. Expand MSME.
4. What is SWOT analysis?
5. Write a note on systematic innovation.
6. What is opportunity identification?
7. Demonstrate make or buy decision.
8. What is project formulation?
9. Who is a first generation entrepreneur?
10. What is capital subsidy on projects?

SECTION – B

Answer any five questions: **(5 x 8= 40)**

11. What are the functions of an entrepreneur?
12. Explain the characteristics of women entrepreneur.
13. What are the challenges faced by a women entrepreneur?
14. Outline the business plan and its stages.
15. Demonstrate the business ideas generation techniques.
16. Enumerate the methods of evaluating financial feasibility.
17. What are the differences between an Entrepreneur and Manager.

SECTION – C

Answer any two questions: **(2 x 20= 40)**

18. Explain the internal and external environment considered in entrepreneurship.
19. Enumerate the development of small-scale sectors in India.
20. What is project report? Prepare model project report for starting a new venture of your choice.
21. Discuss the role of various institutions assisting entrepreneurs.
