

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

B.B.A. DEGREE EXAMINATION NOVEMBER 2024
BUSINESS ADMINISTRATION
THIRD SEMESTER

COURSE : MAJOR CORE
PAPER : ENTREPRENEURIAL MANAGEMENT
SUBJECT CODE : 23BA/MC/EM34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A				
Q. No.	Answer all questions:	(5 x 2 = 10)	CO	KL
1	What is project report?		CO1	K1
2	Write a note on startup funding.		CO1	K1
3	Explain the difference between an entrepreneur and a manager.		CO1	K1
4	Recall SWOT analysis.		CO1	K1
5	What are the functions of women entrepreneurs?		CO1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6	Summarize the characteristics of entrepreneurship.		CO2	K2
7	Explain project life cycle.		CO2	K2
8	State the sources of business ideas.		CO2	K2
9	Summarize the significance of a business plan and its content.		CO2	K2
10	Relate the challenges faced by women entrepreneurs in India.		CO2	K2
11	Indicate the role of finance in entrepreneurship.		CO2	K2
SECTION C				
Q. No.	Answer the following questions (Internal Choice):	(4 x 10 = 40)	CO	KL
12	a) Illustrate a business plan for a startup in any sector of your choice. (or) b) Relate the various factors influencing entrepreneurial opportunities in India.		CO3	K3
13	a) Devise the model project report for launching a new venture. (or) b) Sketch the project feasibility based on technical, economic, and financial aspects.		CO3	K3
14	a) Illustrate the financing lifecycle of a new venture. (or) b) Relate the various sources of financing for new ventures.		CO4	K4
15	a) Connect the role of institutions in supporting women entrepreneurs. (or) b) Elucidate the types of entrepreneurs with suitable example.		CO4	K4
SECTION D				
Q. No.	Answer any two questions:	(2 x 15 = 30)	CO	KL
16	Evaluate the factors influencing the growth of entrepreneurship with suitable examples.		CO5	K5
17	Examine the challenges faced by new ventures in securing startup funding, and suggest ways to overcome them.		CO5	K5
18	Critically examine the growth of women entrepreneurship in India and the role of self-help groups (SHGs) in empowering women.		CO5	K5
