

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

**B.C.A. DEGREE EXAMINATION, NOVEMBER 2024**  
**FIRST SEMESTER**

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

<b>Q. No.</b>	<b>SECTION A</b> <b>Answer all questions</b>	<b>(5 x 2 = 10 marks)</b>	<b>CO</b>	<b>KL</b>
1	Define Entrepreneurship.		1	1
2	What are the sources of idea generation?		1	1
3	Bring out any two needs for financial planning.		1	1
4	State the objectives of inventory management.		1	1
5	What do you mean by e-payment?		1	1
<b>Q. No.</b>	<b>SECTION B</b> <b>Answer all questions</b>	<b>(5 x 2 = 10 marks)</b>	<b>CO</b>	<b>KL</b>
6	Outline the role of small business in economic development.		2	2
7	State the significance of business plan.		2	2
8	Why do you need to plan finance?		2	2
9	What are the issues related to marketing of small enterprises?		2	2
10	Identify the fundamental concepts of e-business.		2	2
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any two questions</b>	<b>(2 x 10 = 20 marks)</b>	<b>CO</b>	<b>KL</b>
11	Discuss the factors influencing the entrepreneurship development.		3	3
12	Demonstrate the contents of business plan.		3	3
13	Explain the various sources of external finance.		3	3
<b>Q. No.</b>	<b>SECTION D</b> <b>Answer any two questions</b>	<b>(2 x 10 = 20 marks)</b>	<b>CO</b>	<b>KL</b>
14	Analyse the process of business idea generation in entrepreneurship.		4	4
15	How does lease financing differ from new venture financing?		4	4
16	Evaluate the product design and layout process in production management.		4	4
<b>Q. No.</b>	<b>SECTION E</b> <b>Answer any two questions</b>	<b>(2 x 20 = 40 marks)</b>		
17	Summarize the relevance of feasibility analysis in setting up of an enterprise.		5	5
18	Create a model project / business plan for setting up a pre-school with budget.		5	5
19	Critically examine the various assistance provided by the institution in financial planning.		5	5
20	Elaborate the significance of planning of e-products and e-services to ensure the reduction of environmental impact on society.			

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