

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

B.COM DEGREE EXAMINATION, APRIL 2026
CORPORATE SECRETARYSHIP
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : ENTREPRENEURIAL DEVELOPMENT
SUBJECT CODE : 23CO/ME/ED45
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	ANSWER ALL QUESTIONS	(5 x 2 = 10)	CO	KL
1)	What is meant by Business Development?		1	1
2)	Define Entrepreneur.		1	1
3)	Write a short note on Business Plan.		1	1
4)	List out the names of any two women entrepreneurs.		1	1
5)	Write a short note on Manufacturing industry.		1	1
SECTION B				
Q. No.	ANSWER ANY FOUR QUESTIONS	(4 x 5 = 20)	CO	KL
6)	What is meant by Network Analysis?		2	2
7)	Identify the stages of product life cycle.		2	2
8)	What is meant by Project Formulation?		2	2
9)	Mention few schemes generated for promoting entrepreneurship.		2	2
10)	Write a short note on District Industrial Centre.		2	2
11)	Explain the concept of SWOT Analysis.		2	2
SECTION C				
Q. No.	ANSWER THE FOLLOWING QUESTIONS	(4 x 10 = 40)	CO	KL
12)	(a) Elaborate on the qualities required to be a successful entrepreneur. (or) (b) Explain the contents to be included in a Business Plan.		3	3
13)	(a) Differentiate between a Manager and an Entrepreneur. (or) (b) Identify the contents to be involved in Partnership Deed.		3	3
14)	(a) What are the challenges faced by women entrepreneurs? (or) (b) Distinguish between a Public Company and Private Company.		4	4
15)	(a) Elaborate the problems faced by Small Scale Industries. (or) (b) Enumerate the functions of TIIC.		4	4
SECTION D				
Q. No.	ANSWER ANY TWO QUESTIONS	(2 x 15 = 30)	CO	KL
16)	Elaborate on the classification of entrepreneurs.		5	5
17)	Explain the stages involved in New Product Development.		5	5
18)	What are the Planning Commission guidelines to be followed in preparation of project report by the medium and large-scale manufacturing and service industries?		5	5
