

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2023–2024)

B. A. DEGREE EXAMINATION APRIL 2026
BRANCH I A – HISTORY AND TOURISM
SIXTH SEMESTER

COURSE : MAJOR ELECTIVE

PAPER : ENTREPRENEURSHIP

SUBJECT CODE : 23HS/ME/ET45

TIME : 3 HOURS

MAX. MARKS: 100

Q. No.	SECTION A (10 × 2 = 20) Answer ALL questions in not more than 30 words each.	CO	KL
1	What is entrepreneurship?	CO1	K1
2	List three ideas for home-based entrepreneurship.	CO1	K1
3	Name two ways to identify entrepreneurial opportunities.	CO1	K1
4	What was the contribution of JRD Tata?	CO1	K1
5	What is equity?	CO1	K1
6	What is bootstrapping?	CO1	K1
7	Define franchising.	CO1	K1
8	List two common challenges entrepreneurs in tourism face.	CO1	K1
9	What is product feasibility?	CO1	K1
10	What are non-banking institutions?	CO1	K1
Q. No.	SECTION B (8 × 5 = 40) Answer any FOUR questions from K2 and any FOUR questions from K3. Your answers should be in about 150 words each.	CO	KL
11	Explain the functions of an entrepreneur.	CO2	K2
12	Describe the sources and methods of idea generation with examples.	CO2	K2
13	Explain the ways in which a start-up can get financing.	CO2	K2
14	Distinguish between the various forms of ownership.	CO2	K2
15	Describe entrepreneurial competencies, and how they can be developed.	CO2	K2
16	Discuss the role of entrepreneurship in economic development.	CO3	K3
17	Examine ways of screening entrepreneurial ideas.	CO3	K3
18	Discuss the steps involved in financial planning.	CO3	K3
19	Write a note on business models and how an entrepreneur may develop a business model.	CO3	K3
20	Examine the ways in which governments and societies can develop a good entrepreneurial climate.	CO3	K3
Q. No.	SECTION C (2 × 20 = 40) Answer any ONE question from K4 and ONE question from K5. Your answer should be in about 1000 words.	CO	KL
21	Classify the different kinds of entrepreneurs, and briefly explain the characteristics of each.	CO4	K4
22	Analyze the problems which entrepreneurs in tourism face.	CO4	K4
23	Write out the steps necessary for creating a business plan, and also a brief business plan as an example.	CO5	K5
24	Write an essay on the challenges faced by women entrepreneurs and highlight the success stories of women entrepreneurs	CO5	K5
