

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12 & thereafter)

SUBJECT CODE: 11CM/UI/BV23

B.A. / B.Sc. / B.Com. / B.V.A. / B.S.W / B.C.A. DEGREE EXAMINATION
APRIL 2015

COURSE : INDEPENDENT ELECTIVE
PAPER : ESSENTIALS FOR A BUSINESS VENTURE
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

ANSWER ALL QUESTIONS. (10X3=30)

1. Define Project.
2. List out any three objectives of a 'Project Report'.
3. State the need for preparing financial reports.
4. Write a short note on Brand equity.
5. Differentiate between internal and external sources of finance.
6. What is the difference between a corporate-dominant brand name and a product dominant brand name?
7. What is the difference between incentive and subsidy?
8. How entrepreneur is different from Manager?
9. Write a short note on Sales promotion.
10. State the importance of Marketing Budget.

SECTION – B

ANSWER ANY FIVE QUESTIONS (5X6=30)

11. Write a detailed note on designing and sustaining Branding strategies.
12. Explain in brief the various selling methods adopted by a small entrepreneur.
13. What are the key factors to be considered in setting up a new business venture?
14. Discuss the role of Government in supporting the small entrepreneur by offering incentives.
15. Explain the need for Ratios as a tool for Financial reporting.
16. Discuss the Different types of Selling methods.
17. What are the different types of entrepreneur?

SECTION – C

ANSWER ANY TWO QUESTIONS. (2X20=40)

18. People have more faith in Brands rather than products. Critically analyze the statement with the role and importance of Branding.
19. Discuss in detail the internal and external factors affecting Business environment.
20. Explain the functions of entrepreneur. Also list out the important characteristics of a successful entrepreneur.
21. Explain the important elements in preparation of Project report.
