

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012 & thereafter)
SUBJECT CODE: 11CM/ME/ED53

B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
CORPORATE SECRETARYSHIP
FIFTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : ENTREPRENEURIAL DEVELOPMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A - (10 x 3 =30 marks)
Answer ALL questions
Short Answer (Max 50 words)

1. Who is an Intrapreneur?
2. Define the term Project.
3. What is ROI?
4. What are risks?
5. What is Capital Gearing?
6. What is Break Even Analysis?
7. What is Fund Flow Statement?
8. What is Venture Capital?
9. What is Lease Financing?
10. What is Ratio analysis?

SECTION B - (5 x 6 =30 marks)
Answer any FIVE questions.
Essay Type Answers 300 words

11. What are the qualities a successful entrepreneur should possess?
12. Describe briefly the various sources of project ideas.
13. Briefly explain the different phases of feasibility study.
14. Give your suggestion for growth of Women Entrepreneur in India.
15. List down the characteristics of a successful project report.
16. Define the term location. What are the factors that influence its selection?
17. Enumerate the importance of Financial planning.

SECTION C - (2 x 20 =40 marks)
Answer any TWO questions.
Essay Type Answers 1200 words

18. Explain the various challenges to entrepreneurship.
19. Explain the factors influencing choice of organization.
20. Explain the various techniques of project appraisal methods.
21. Describe the various sources of finance.
