



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

Subject : Entrepreneurship Development

Time : 2 hours

Course Code: BBA1218

Marks: 60

Semester : II

**Answer any Four Questions**

**(4 x 15 = 60 Marks)**

1. What are the entrepreneurial qualities essential for a successful entrepreneur?
2. Explain the steps involved in the process of product planning.
3. Discuss the challenges faced by an entrepreneur.
4. Describe the functions of IDBI bank.
5. What are the objectives of SIDO?
6. Explain the process of project identification.