



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., & B.SC DEGREE EXAMINATION – ECO., SOCIO., ADV. ZOO. & PLANT BIO.,

FOURTH SEMESTER – APRIL 2015

CO 4208 - ENTREPRENEURSHIP & ORGANISING A BUSINESS

Date : 25/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION A

Answer **ALL** questions

(10 x 2=20 Marks)

1. Who can be termed an 'entrepreneur'?
2. What is meant by corporate entrepreneurship?
3. Differentiate an entrepreneur from a manager.
4. What is 'venture capital'?
5. What are the internal sources of finance?
6. What is a trademark?
7. Define a project report.
8. What is meant by innovation and creativity?
9. What is debt financing?
10. Write a short note on incubation.

SECTION B

Answer any **FOUR** questions

(4 x 10=40 Marks)

11. Explain the various qualities of an entrepreneur.
12. What are the sources of generating a business idea?
13. Explain the success factors of service ventures.
14. List out and explain the common elements in a business feasibility plan.
15. State the planning commission guidelines for formulating a project report.
16. Explain the different forms of networking.
17. What are the various types of business enterprise? Explain them with its advantages.

SECTION C

Answer any **TWO** questions

(2 x 20=40 Marks)

18. Describe the various contents of a project report.
19. Discuss the steps involved in obtaining a patent.
20. Explain in detail the various types of service ventures.
21. What is 'business opportunity'? Explain the various types of business opportunities.
