



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2015

CO 4506 - ENTREPRENEURSHIP OPPORTUNITY ANALYSIS

Date : 21/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20)

1. State any two differences between an Entrepreneur and Intrapreneur.
2. List the commonly used Ideation techniques.
3. Identify any four personality traits of successful entrepreneurs.
4. What is CPM?
5. What is meant by Brainstorming?
6. Mention a few features of a Project Report?
7. State the function of SIDO.
8. What is Venture Capital financing?
9. Identify any four problems faced by women entrepreneurs.
10. Who are the major players in the entrepreneurial ecosystem?

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40)

11. How has entrepreneurship contributed significantly to the economic development of India?
12. Identify and explain the different types of Entrepreneurs.
13. Explain briefly the State Government schemes for the promotion of women entrepreneurs in India.
14. Discuss the use of Network analysis.
15. Write a note on DCF methods of Project Appraisal.
16. What is a Business Plan? Discuss the advantages of a Business Plan.
17. What are the problems faced by entrepreneurs in establishing and developing their enterprises?

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Define Entrepreneurship. Discuss the factors influencing the emergence of entrepreneurship in India with relevant examples.
19. Elaborately discuss the various sources available for generating Business Ideas.
20. “Feasibility Analysis is the activity of reviewing the Business Plan.” Explain.
21. Discuss the various sources of finance available for establishment of an enterprise.

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