



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2019

CO 4506– ENTREPRENEURSHIP OPPORTUNITY ANALYSIS

Date: 04-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. What is meant by Entrepreneurship?
2. List out the functions of an Entrepreneur.
3. Mention any two barriers to entrepreneurship.
4. Define Brainstorming.
5. What are Customer Advisory Boards?
6. What is Network Analysis?
7. What do you mean by formulation of a project?
8. What is Business Plan?
9. In what way Government Grants help entrepreneurship?
10. Define Business Angel.

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Explain the international entrepreneurship opportunities.
12. Explain the characteristics that has to be possessed by all entrepreneurs.
13. How business ideas can be protected from being misused by others?
14. What are the ways incorporated by an entrepreneur for generation and screening the project ideas?
15. Identify the challenges faced by an entrepreneur in the initial stage. Analyse it.
16. Explain the various process involved in Business plan
17. Explain the features of venture capital.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Enumerate the different Socio Cultural Classification of entrepreneurship.
19. Critically examine the ways of identification of opportunities and the product selection by an entrepreneur.
20. Suppose you want to become an entrepreneur. Which industry would you like to set up and where should it be located? Bring out the report of a model project.
21. Explain the various sources of funds available to an entrepreneur.

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