

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2023

16/17/18UCO4MC02 – ENTREPRENEURSHIP AND OPPORTUNITY ANALYSIS

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

10 X 2 = 20

ANSWER ALL THE QUESTIONS

1. Who is known as Innovator?
2. What is meant by entrepreneurial culture?
3. Is market analysis helpful for entrepreneurs?
4. Define the term Cost Benefit analysis.
5. Mention any two benefits of copyright.
6. Write a note on C2C Model.
7. What is meant by feasibility report?
8. What are the start-up capital available for entrepreneurs?
9. List the source of finance.
10. What is meant by Subsidies?

SECTION B

4 X 10=40

ANSWER ANY FOUR QUESTIONS

11. Discuss the important qualities of entrepreneur.
12. Elaborate the role of entrepreneurs for the growth of economy.
13. Explain various types of Long term Plans.
14. Elaborate the characteristics of decision making.
15. Enumerate the different types of organisation.
16. List out the Barriers to communication.
17. What are important principles of co-ordination?

SECTION C

2 X 20= 40

ANSWER ANY TWO QUESTIONS

18. Briefly explain the Contributions of Henry Fayal's principles.
19. Elucidate principles of good organisation.
20. Enumerate the theories involved in motivation.
21. Elaborate the different stages in control process.

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