

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2023

UCO 4502 – ENTREPRENEURSHIP DEVELOPMENT

Date: 11-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Answer the questions in one or two sentences

a) Define 'Entrepreneurship'.

b) What do you understand by the term 'Brainstorming'?

c) What is a 'Business plan'?

d) What is 'crowd funding'?

e) What is 'Gig economy'?

2. Multiple Choice Questions

a) An environment where someone is motivated to innovate, create and take risks
a) Entrepreneurship climate b) Entrepreneurship culture c) Business culture d) External source

b) What is the main role of conducting cost benefit analysis?
a) Maximize the benefits of business b) Increase cost of business c) Increase benefits of the customers d) Increase sales

c) The rights given to persons over the creations of their minds
a) IPR b) Patents c) Copy right d) Trade mark

d) A source of finance from the following provide capital as well as training programmers to startup entrepreneurs
a) Crowd finding b) Business incubators c) Business angels d) venture capital

e) _____ refers to all businesses, nearby general merchant, restaurant, market, mall and service providers.
a) Departmental stores b) Super markets c) National markets d) Hyper local market

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the Blanks

a) _____ is a manager within a company who provides innovative product development and marketing.

b) A systematic developments of project ideas for eventual objective of arriving at an investment decision is _____

c) An unincorporated business that one person owns and manages is called _____

d) _____ is the money available to meet current and short term obligations of a company.

e) A business is one that uses sustainable materials to make its products is called as _____

4. Match the following

a) External factor - Personal finance

b) Project feasibility - Executive summary

c) Business plan - Flipkart

d)	Financial Bootstrapping	- Socio-economic environment
e)	E-business	- Technical analysis
SECTION B - K3 (CO2)		
	Answer any TWO of the following in 100 words	
		(2 x 10 = 20)
5.	Differentiate between Entrepreneur and manager.	
6.	Explain the methods of Business idea generation techniques.	
7.	List out the legal forms of business and its procedures of an enterprise.	
8.	What is meant by crowd funding? Explain its types.	
SECTION C – K4 (CO3)		
	Answer any TWO of the following in 100 words	
		(2 x 10 = 20)
9.	Explain the various feasibility analysis for starting a business.	
10.	Discuss the steps in preparing Business Model.	
11.	Explain the various stages of 'Venture Capital'.	
12.	List out the advantages and disadvantages of digital Nomadism.	
SECTION D – K5 (CO4)		
	Answer any ONE of the following in 250 words	
		(1 x 20 = 20)
13.	Briefly explain the role of entrepreneur in economic development.	
14.	Explain a) Patent b) Trademark c) Copyright, with suitable examples.	
SECTION E – K6 (CO5)		
	Answer any ONE of the following in 250 words	
		(1 x 20 = 20)
15.	Enumerate the financial requirements of enterprise and how to choose the best financial source for startups.	
16.	Discuss in detail the Globalization of business.	

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