

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – NOVEMBER 2015**

**CO 4506 - ENTREPRENEURSHIP OPPORTUNITY ANALYSIS**

Date : 3/10/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer the following terms in about 50 words each:

(10 x 2 = 20 marks)

1. Entrepreneurship
2. Intrapreneurs
3. Survey
4. Protection of Ideas
5. Cost benefit analysis
6. Project Formulation
7. Franchising.
8. Venture capital
9. Opportunity analysis
10. Short-term finance

**PART – B**

Answer any FOUR questions:

(4 x 10= 40 marks)

11. What are the characteristics that are necessary for the success of an enterprise?
12. Enumerate the various challenges faced by an entrepreneur.
13. What are the various methods of generating ideas?
14. Explain the criteria for selecting a particular project.
15. Why do some businesses fail? Explain.
16. What do you mean by a business plan? What is its purpose?
17. Explain the features of Venture capital?

**PART – C**

Answer any TWO questions:

(2 x 20 = 40 marks)

18. Describe how international entrepreneurship is affected by cultural, political, legal and technological environments?
19. Describe the various elements of Project Formulation.
20. Describe as to how will you formulate a business plan using an example.
21. Describe the various sources of finance that entrepreneurs can benefit from in India. Explain any one innovative financing method.

**\$\$\$\$\$\$**