



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – NOVEMBER 2016

CO 4506 – ENTREPRENEURSHIP OPPORTUNITY ANALYSIS

Date: 17-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION –A

(10x2=20)

ANSWER ALL QUESTIONS:

1. State any two traits of an entrepreneur.
2. Distinguish between idea stage and opportunity stage.
3. Who is a social entrepreneur?
4. What is brain storming?
5. What is ex-ante analysis?
6. What is technical feasibility?
7. What is a business plan?
8. What is project implementation?
9. What is venture capital?
10. What is a term loans.

SECTION –B

(4x10=40)

ANSWER ANY FOUR QUESTIONS:

11. Describe the salient characteristics of successful entrepreneurs.
12. Make a SWOT analysis as a student of this course, “ENTREPRENEURSHIP”, to become an Entrepreneur.
13. Explain the various methods of generating ideas.
14. Explain in detail the common errors made by entrepreneurs in project formulation.
15. State the essential elements (contents) of business plan.
16. Explain the sources of finance.
17. Discuss the stages of investment/financing.

SECTION – C

(2x20=40)

Answer any TWO questions:

18. Describe the functions performed by entrepreneurs with Illustrations.
19. Consider that you are intending to become an entrepreneur. Delineate how he/she selected his/her business project. Ask him/her what advice or precautions he/she would like to give to the intending entrepreneur, based on his/her experience.
20. Critically examine the various methods of project appraisal.
21. Elaborate the various stages involved in formulation of a business plan.
