



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2016

CO 5409 - ENTREPRENEURIAL LEADERSHIP

Date: 11-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the Questions:

(10 x 2 =20 Marks)

1. What is the basic difference(any two) between ‘Entrepreneurial Leader’ and ‘Intrapreneurial Leader’ ?
2. Mention the two aspects of ‘Entrepreneurial Process’.
3. Who is a ‘Paternalistic Leader ‘?
4. Write the meaning of ‘Leadership Models’.
5. Why are ‘Leadership Self-Assessment Tools ‘significant?
6. Define the term ‘Narcissistic Leadership’.
7. What do you understand by the term ‘Loss Leader Strategy’ ?
8. Why is ‘Zero-Based Thinking’ considered as a quality of ‘Creative Thinkers’ ?
9. State the reason why ‘Stall Tactics ‘are beneficial to ‘Entrepreneurial Leaders’.
10. Specify the ‘Four Drivers of Effective Communication’ as per the ‘Leadership Communication Models’.

PART-B

Answer any FOUR Questions

(4 x10 =40 Marks)

11. State and explain the ‘Transactional Leadership Characteristics ‘.
12. Briefly explain the advantages of ‘Democratic Leadership’.
13. Explain the ‘Pitfalls of Business Failures’ and how to avoid them ?.
14. What are the principles of ‘Servant Leadership ‘?.
15. Specify and explain the ‘Steps for Effective Personal Leadership Development Programme’.
16. Mention and explain the ‘Key focus areas for Strategy Formulation’.
17. Enumerate the reasons for ‘Business Communication Barriers of Entrepreneurial Leaders’.

PART-C

Answer any TWO Questions

(2 X 20 = 40 MARKS)

18. Describe what makes a good ‘Entrepreneurial Leader’ ?
19. Analyze in detail the ‘Situational Factors in Leadership’.
20. Discuss the ‘Contingency Leadership Theories’.
21. Explain the various pathways to a ‘Leader Development Programme’.
