

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G.. DEGREE EXAMINATION – ALLIED

FOURTH SEMESTER – APRIL 2023

CO 4208 – ENTREPRENEURSHIP & ORGANISING A BUSINESS

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

ANSWER ALL THE QUESTIONS

(10 X 2 =20 MARKS)

1. Define 'Entrepreneur'.
2. What is meant by social entrepreneur?
3. List any two differences between entrepreneur and manager.
4. What is creativity?
5. What do you understand by brainstorming?
6. Define 'Trademark'.
7. What is patent?
8. What is human resources management?
9. Define "Venture capital".
10. What is debt financing?

SECTION – B

ANSWER ANY FOUR QUESTIONS

(4 X 10 = 40 MARKS)

11. Outline the various characteristics of a successful entrepreneur.
12. Enlist the major types of entrepreneurs.
13. Illustrate the five sets of activities essential during the pre-stage-up stage.
14. Explain the different steps involved in setting up a small business enterprise.
15. Describe the different methods networking.
16. Explain the planning commission guidelines for formulating project report.
17. Elucidate the various types of patents.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2 X 20 = 40 MARKS)

- 18.. Differentiate between entrepreneur and intrapreneur
- 19 Describe the creative process elaborately with an example
20. Analyse the different types of service ventures
21. Explain the entrepreneurial decision-making process.

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