

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2023

CO 4506 – ENTREPRENEURSHIP OPPORTUNITY ANALYSIS

Date: 05-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION –A

ANSWER ALL QUESTIONS:

(10 X 2 = 20)

1. What is meant by entrepreneur?
2. What do you mean by Business opportunity?
3. Who is a social entrepreneur?
4. What is meant by Reverse brainstorming?
5. What is an idea?
6. What is CPM?
7. What is a business plan?
8. What is project implementation?
9. Who are called angel investors?
10. What do you mean a start-up?

SECTION –B

ANSWER ANY FOUR QUESTIONS:

(4 X 10 – 40)

11. Describe the different characteristics of successful entrepreneurs.
12. Make the distinction between entrepreneur and intrapreneur.
13. Explain the various methods of generating ideas.
14. Explain in detail the common errors made by entrepreneurs during the startup stage.
15. State the importance of different Government incentives.
16. Explain the importance of working capital.
17. Discuss the impact of the operating cycle in running the business.

SECTION – C

ANSWEE ANY TWO QUESTIONS.

(2 X 20 = 40)

18. Describe the different types of entrepreneurs with Illustrations.
19. Write down your business idea and explain the various content of the business plan necessary forexecuting your idea into reality.
20. Critically examine the various methods of project appraisal.
21. Elaborate on the various stages of venture capital.

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