



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2023

PCO3MC04 – ENTREPRENEURSHIP AND INNOVATION MANAGEMENT

Date: 07-11-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the questions

1	Define the Following	(5 x 1 = 5)
a)	Small Business.	
b)	Drone Entrepreneur.	
c)	Franchising.	
d)	Mind Mapping.	
e)	Creativity Process.	

SECTION – A K2 (CO1)

Answer ALL the questions

2	Answer the following	(5 x 1 = 5)
a)	What you mean by Tiny Industry?	
b)	What is a Project Report?	
c)	List out the components of entrepreneurial creativity.	
d)	What is Process Innovation?	
e)	Write a note on Creativity in Business.	

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each. **(3 x 10 = 30)**

3	Categorize the stages involved in Project Formulation.
4	Illustrate the factors influencing the mobility of entrepreneurs in India.
5	Identify the main problems faced by Small scale industries in the present context.
6	Discuss the salient characteristics of creative groups.
7	Explain the features of Small Business.

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each. **(2 x 12.5 = 25)**

8	Explain the factors that motivate people in establishing the enterprise.
9	Summarise the characteristics of Entrepreneurship.
10	Explain the basic start up process of a small scale enterprise.
11	Discuss the rationale behind creativity in entrepreneurship.

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words. **(1 x 15 = 15)**

12	Explain the main dimensions involved in innovation process.
13	What are the various methods used for market survey of a new product?

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words. **(1 x 20 = 20)**

14	Explain in detail the internal and external constraints in project identification.
15	Discuss the main criteria that can be used for evaluating entrepreneurial performance.

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