



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

SECOND SEMESTER – APRIL 2013

CO 2818 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date : 04/05/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL questions

(10 x 2 =20)

1. What is a Small Business?
2. Mention the role of ancillary industries in promoting entrepreneurs.
3. Who is an Intrapreneur?
4. Distinguish between an entrepreneur, and a manager.
5. What is meant by 'Entrepreneurial Competencies'?
6. What is meant by sub-contracting?
7. How does break even analysis help an entrepreneur in profit planning?
8. List out some challenges faced by startup companies.
9. Why do new products fail?
10. What are 'idea generating' techniques?

PART – B

Answer any FIVE questions

(5 x 8 =40)

11. Explain the nature of Small Scale Business. Give relevant examples.
12. Bring out the relevance of leasing as a source of finance to SMEs.
13. Give an account of socio-economic origin of entrepreneurs in India
14. Why do entrepreneurs fail in their business venture? Suggest suitable measures to overcome such barriers into their business.
15. Discuss the challenges faced by SSIs in India.
16. What is diversification growth strategy? How do you differentiate vertical integration from horizontal integration under diversification of small business?
17. Prepare a market survey questionnaire to assess the 'demand potential' for a product/service.
18. What are the techniques / steps in project identification?

PART – C

Answer any TWO questions

(2 x20 =40)

19. Explain the various types of Entrepreneurs with suitable examples.
20. Prepare a feasibility analysis report for a new business opportunity in Chennai.
21. Critically examine the internal and external sources of funds available to small business.
