



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2016

CO 6614 – ENTREPRENEURSHIP AND NEW VENTURE CREATION

Date: 15-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL Questions:

(10 x 2 = 20 marks)

1. Define Entrepreneur.
1. What is 'Focus Group'?
2. Define Marketing Research.
3. What is Project Formulation?
4. Define an Opportunity.
5. What Brain Storming?
6. What are Network Control Techniques?
7. Define 'Market Survey'.
8. What do you mean by 'Feasibility Analysis'?
9. Distinguish between 'Inventor' and 'Innovator'.

PART- B

Answer any FOUR Questions:

(4 X 10= 40 marks)

10. Distinguish between Entrepreneur and Manager.
11. Discuss the Nature & Characteristics of Entrepreneurship.
12. State the various sources of Business or Product ideas.
13. What do you mean by Project Report? How do you prepare a Project Report?
14. Discuss the benefits of Technology to the Industry & Society.
15. What is a Product? Why do new Products fail?
16. Discuss the factors to be considered while preparing a Feasibility Report.

PART- C

Answer any TWO Questions:

(2x20= 40 marks)

17. Discuss the main functions performed by Entrepreneurs.
18. Discuss the various stages of identification of Business Opportunities.
19. Describe the factors that have to be considered before selecting a Product.
20. Describe the various steps involved in PERT & CPM Model.

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