



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2018

CO 5409- ENTREPRENEURIAL LEADERSHIP

Date: 08-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL QUESTIONS:

(10x 2 = 20 marks)

1. Who is an Entrepreneur?
2. Define 'Leadership'.
3. What do you mean by Popular Culture?
4. What is a Business Plan?
5. Write a note on Innovative Mindset.
6. Explain the term Interpersonal skills.
7. Define 'Communication'.
8. List out the styles of Leadership.
9. Write a note on creating a leadership product.
10. Define 'Entrepreneurial Motivation'.

SECTION – B

ANSWER ANY FOUR QUESTIONS:

(4x 10 = 40 marks)

11. Bring out the difference between the Entrepreneur and the Manager.
12. Explain in brief the importance of Leadership in an organization.
13. Discuss the different types of Entrepreneur with an example.
14. What are the conditions used to evaluate the performance of entrepreneurs in India?
15. Who is a Leader? Explain the various skills required for an effective leader to manage the enterprise.
16. Give an account on the demonstration of entrepreneurial leadership principles.
17. Explain in brief the various forms of Communication used by the entrepreneur in the present scenario.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Enumerate in detail the qualities of a successful entrepreneur with an example.
19. Discuss in detail the theories of Entrepreneurial leadership.
20. Explain in brief the profile of any three Indian entrepreneurial leaders with an example.
21. What are the factors influencing the mobility of entrepreneurs in India?-Explain.
