

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2018

CO 6614– ENTREPRENEURSHIP AND NEW VENTURE CREATION

Date: 17-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL Questions:

(10 X 2 = 20)

1. Define “Entrepreneurship”.
2. Define “Copy Right”.
3. What is Asset Management?
4. What is a Project Report?
5. Define “Network Analysis”.
6. What is Product Patenting?
7. What is Test- Marketing?
8. What is a Venture team?
9. Define “Brain storming”.
10. Define “Business Opportunity”.

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. Discuss the nature and characteristics of entrepreneurship.
12. Explain the various methods of survey technique.
13. Explain the stages of Project Report.
14. How to succeed in new product development?
15. Discuss the various types of Service Ventures.
16. Explain the various types of patents.
17. Enumerate the step-by-approach for starting a new venture.

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. Enumerate the various functions of an Entrepreneur.
19. Explain in detail the factors to be considered in the preparation of Feasibility Report.
20. Describe the stages of new product development with suitable examples.
21. Prepare a Project Report of New business proposal for raising Finance.
