

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

P.G. DEGREE EXAMINATION – COMMON PAPER

THIRD SEMESTER – NOVEMBER 2009

**CO 3925 - ENTREPRENEURSHIP AND SMALL BUSINESS MGT.**

Date & Time: 16/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION – A**

**(10 x 2 = 20 marks)**

**Answer all questions. Each answers carries maximum of 2 marks. Each answer should be around 10 lines.**

1. Mention any two environmental factors influencing the emergence of entrepreneurship.
2. What is a 'Question Mark' business as per the BCG matrix?
3. Mention any two items found on the asset side of a balance sheet.
4. What is variable cost?
5. Why should an entrepreneur plan before he/she starts an enterprise?
6. Who are 'imitative' entrepreneurs?
7. State any two important characteristics of an entrepreneurial personality.
8. What motivates entrepreneurs?
9. How could entrepreneurs be an answer to societal problems?
10. What is PERT?

**SECTION – B**

**(5 x 8 = 40 marks)**

**Answer any 5 questions. Each answers carries maximum of 8 marks. Answers should be in about 1 page.**

11. Do a SWOT analysis on any business opportunity known to you.
12. Explain the seven domains of attractive opportunities as recommended by John Mullins.
13. Explain the Product Life Cycle stages and how does it help entrepreneurs build their strategies.
14. Emerging economies like India and China require Innovative and Creative entrepreneurs. Comment.
15. What is the importance of planning the ideal 'Marketing Mix' for a business operation?
16. Explain Break Even Point analysis.
17. What can Entrepreneurs learn from Product Failures?
18. Comment on the role of Professionalism and Entrepreneurship.

**SECTION – C**

**(2 x 20 = 40 marks)**

**Answer any 2 questions. Each answers carries maximum of 20 marks. Answers should be around 4 pages.**

19. Adopt the reach, depth, attainability, efficiency and longevity criteria to evaluate any good business idea. Comment keeping in mind project feasibility analysis.
20. Write detailed notes on: a) Strategies used by Entrepreneurs to build brands; b) Promoting Entrepreneurship education in schools; c) Incentives and subsidies for entrepreneurs by Government of India.
21. Prepare a questionnaire to investigate the potential of a new Food business which focuses on providing low priced, high quality Indian foods & sold at a margin of 20%. The food business will be headquartered in Chennai and is planned to primarily focusing on projecting ethnic food in Tamilnadu.

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