LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

THIRD SEMESTER – NOVEMBER 2010

# CO 3807 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date : 09-11-10 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Section: A**

**Answer All Questions: 10 x 2 = 20**

1. Who is an entrepreneur?
2. Differentiate between innovation and invention
3. State the main functions of entrepreneurs
4. Differentiate between Entrepreneur and Manager.
5. Define a Project.
6. What do you mean by incentives and subsidies?
7. Write a short note on Certainty Equivalent Coefficient approach.
8. Write a short note on ‘Angel Investors’.
9. Who is a social entrepreneur?
10. Differentiate between joint venture and strategic alliance.

**Section – B**

**Answer any five only: 5 x 8 = 40**

1. “Entrepreneurs are agents of change”. In the light of this statement, explain the role of entrepreneurial mobility in promoting balanced regional development.
2. Briefly explain the different types of entrepreneurs.
3. Discuss briefly the classification of small scale industries
4. Under what circumstances is a new product development a competitive necessity?
5. Describe the Planning Commission guidelines for project formulation and feasibility reports of industrial projects.
6. Discuss the steps involved in the processing and selection of a business idea.
7. Explain the constraints experienced by women entrepreneurs in restricting the expansion

of women entrepreneurship.

1. What incentives are usually available to industries set up in backward areas?

**Section – C**

**Answer any Two only: 2 x 20 = 40**

1. Why is passion such an important characteristic of successful entrepreneurs? What are the other traits and characteristics of successful entrepreneurs?
2. Critically evaluate project appraisal methods generally used to appraise the projects.
3. Explain the elements of project formulation.

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