



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2015

CO 2818 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date : 23/04/2015

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

SECTION – A

Answer all questions

(10*2=20)

1. How does small business unit supplement large scale units?
2. State how MSME Act classifies small scale units in India.
3. “People having high need for achievement are more likely to succeed as entrepreneur” - Opine.
4. Who is an intrapreneur?
5. “Factoring services are a boon to MSME sector” – Comment.
6. Enlist the sources of business idea.
7. What are the factors to be considered for choosing a product?
8. What is the purpose of Market Penetration Strategy?
9. Define Project Formulation.
10. Distinguish between equity finance and debt finance.

SECTION –B

Answer Any Four Questions

(4*10=40)

11. “Small scale business units are the key to industrial success of an economy” – Elucidate.
12. Examine the intrinsic and extrinsic factors that drive entrepreneurial motivation.
13. What is entrepreneurship? Explain the conceptual model of entrepreneurship.
14. Define Project Feasibility. Enumerate various methods of assessing marketing feasibility of a project.
15. Explain the set of criteria against which the business opportunity is evaluated before selecting it as a project.
16. What is “Growth Strategy”? Why does a firm seek to grow? Examine the reasons which derive business enterprise toward growth.
17. What is venture capital financing? Describe the characteristic of venture capital and how it helps start-ups.

SECTION- C

Answer Any Two Questions

(2*20=40)

18. Discuss the rationale for promoting small business units and the challenges SSI units face in the business environment in India.
19. “Project selection starts from where the project identification ends” – Explain and illustrate the techniques for assessing the economic and financial feasibility of the project.
20. Critically evaluate the alternative growth strategies suitable for small and medium scale business units.
21. Explain various sources of finance and financial support from government organizations for units in MSME sector.
