



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6614 - ENTREPRENEURSHIP AND NEW VENTURE CREATION

Date : 15/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

Answer ALL Questions:

(10 x 2 = 20)

1. Define 'Entrepreneur'.
2. State any two characteristics of a business opportunity.
3. Define Marketing Research.
4. What is a Project Report?
5. Define 'Product'.
6. Explain 'Technology'.
7. What is meant by Network Analysis?
8. Differentiate Focus Group & Brain Storming Method.
9. What do you mean by Value Analysis?
10. Distinguish between 'Business Idea' and 'Business Opportunity'?

PART- B

Answer any FOUR Questions:

(4 x 10= 40)

11. Explain in detail the various types of Entrepreneurs.
12. Discuss the Nature & Characteristics of Entrepreneurs.
13. State the various sources of Business or Product ideas.
14. Discuss the criteria for selecting a Product.
15. Discuss the benefits of Technology to the Industry & Society.
16. Distinguish between PERT & CPM.
17. Discuss the different stages of New Product Development.

PART- C

Answer any TWO Questions:

(2 x 20= 40)

18. Discuss in detail the essential qualities of Entrepreneurs.
19. Discuss the various stages of identification of Business Opportunities.
20. Explain the various techniques of Market Survey.
21. Describe in detail the various stages of preparation of a Project Report.

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