



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2016

CO 2818 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date: 25-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. List out the differences between Entrepreneur and Intrapreneur.
2. Who is a Manager?
3. Write a note on ICICI.
4. Define the term 'Tiny Industry'.
5. What do you understand by locational mobility of entrepreneur?
6. Write an explanatory note on entrepreneurial behavior.
7. Define Business.
8. What is Product Selection?
9. What do you mean by Project Report?
10. Why do business firms grow?

SECTION – B

Answer any FOUR questions:

(4 x 10= 40 marks)

11. What do you mean by Growth Strategy? Explain the different types of growth strategies with an example.
12. What are the consequences of sickness in small scale industry?
13. Describe the role and financial assistance provided by TIIC to small scale units in the state.
14. Discuss the basic start up problems in the launching of a small scale enterprise.
15. What do you understand by the term Industry? Explain the different types of Industry.
16. Discuss the requisites of success in business in modern society.
17. Explain in brief the environmental factors which influence the entrepreneurship.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. What is Project Identification? Explain the internal and external constraints in project identification.
19. What are the alternative strategies available to a small entrepreneur for the growth and expansion of business? -Discuss.
20. Explain in detail the nature and characteristics of Entrepreneurship.
21. Explain the importance of small business as a seedbed of entrepreneurship in India.
