

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



**B.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2016**

**CO 4506 – ENTREPRENEURSHIP OPPORTUNITY ANALYSIS**

Date: 25-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

**ANSWER ALL QUESTIONS:**

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

1. Who is an Intrapreneur?
2. How is a business idea different from a business opportunity?
3. Identify any two personality traits necessary for creative entrepreneurs.
4. State any two differences between PERT and CPM.
5. Write a note on Turn-key projects.
6. How can an idea be protected from being lost?
7. What is Brainstorming?
8. What is a feasibility report?
9. What are the types of early-stage financing of business?
10. Write a note on Venture Capital.

**PART – B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10 = 40 marks)**

11. What is a Business Plan? Give the outline of a business plan and identify the causes for failure of a business plan.
12. Is managing international business different from managing domestic business? Explain.
13. Who are Business Angels? Differentiate between Business Angels and Venture Capitalists.
14. What is Project Formulation? Explain the different aspects of project formulation
15. Explain some of the grants given by Central and State government to a small entrepreneur.
16. What are the usual business problems faced by women entrepreneurs?
17. Discuss the socio-cultural factors influencing entrepreneurship.

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

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

18. Discuss the methods available to an entrepreneur for generating business ideas.
19. Critically evaluate project appraisal methods available to an entrepreneur.
20. Explain the role of commercial banks in funding entrepreneurs.
21. Discuss the different types of entrepreneurs and explain the role of an entrepreneur towards the economic growth of a country.

**\$\$\$\$\$\$**