



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.,B.A.,DEGREE EXAMINATION – PLANT.BIO. & ADV.ZOO. & ECONOMICS & SOCIOLOGY

FOURTHSEMESTER – APRIL 2017

CO 4208- ENTREPRENEURSHIP & ORGANISING A BUSINESS

Date: 29-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20 MARKS)

1. Define 'Small Business'.
2. Who is a Social Entrepreneur?
3. List any two differences between entrepreneur and intrapreneur .
4. What is Idea Germination?
5. What do you understand by feasibility plan?
6. Define 'Copyrights'.
7. What is Marketing?
8. Mention any two examples for a professional services venture.
9. Define "Project Appraisal".
10. What is Seed Capital?

SECTION – B

ANSWER ANY FOUR QUESTIONS

(4 X 10 = 40 MARKS)

11. Distinguish between an Entrepreneur and Manager
12. What is a Business Plan? Explain the importance of the same
13. Briefly analyze the entrepreneur's opportunities that arise from various changes.
14. Define Trademark. Explain the trademark filing process.
15. Explain the different methods of networking
16. Describe the key advantages of a sole proprietorship
17. Explain the various success factors for entrepreneurs.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2 X 20 = 40 MARKS)

18. Explain in detail, the various characteristics of successful entrepreneurs
19. Elucidate the elements of project formulation.
20. Identify each major section of the feasibility plan and describe one key activity in each that an entrepreneur should address.
21. Describe the advantages and disadvantages of a partnership firm.

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