



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION – COMMERCE

FOURTHSEMESTER – APRIL 2018

16UCO4ES11- ENTREPRENEURSHIP AND INNOVATIONS

Date: 25-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A

Answer ALL the questions

(10x2=20)

1. Define innovation
2. What do you mean by value proposition?
3. What is differentiation?
4. What is project report?
5. What is business planning?
6. Who is an intrapreneur?
7. Who is a social entrepreneur?
8. Define diversification
9. What is expansion?
10. Who is an entrepreneur?

Part- B

Answer any FOUR questions

(4x10=40)

11. Explain different types of innovations
12. What is intellectual property? Explain the significance of intellectual property to entrepreneurs
13. Entrepreneur faces many challenges in his entrepreneurial journey- elucidate
14. Explain different steps involved in project identification and selection.
15. Explain different factors affecting entrepreneurship
16. What is diversification? Explain different types of diversification
17. Write a note on the following i) Merger ii) Sub-contracting

Part-C

Answer any TWO questions

(2x20=40)

18. Explain different traits of successful entrepreneur
19. What is a new product? Explain different steps involved in new product development
20. What is project formulation? Explain different steps involved in project formulation
21. Evaluate different types of growth strategies.

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