

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



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

**FOURTH SEMESTER – APRIL 2018**

**CO 4506– ENTREPRENEURSHIP OPPORTUNITY ANALYSIS**

Date: 09-05-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20 MARKS)**

1. Who is an Innovator?
2. List any five qualities of a successful entrepreneur.
3. What is Opportunity analysis?
4. List the various sources of ideas.
5. What is a Business plan?
6. List down the characteristics of a successful business plan.
7. What is PERT?
8. What is Technical feasibility?
9. What do you mean by Visualisation?
10. Should ideas be protected?

**PART B**

**ANSWER ANY FOUR QUESTIONS:**

**( 4 X 10 = 40 MARKS)**

11. Distinguish between an entrepreneur and an intrapreneur.
12. Elaborate the major attractions of becoming an entrepreneur.
13. State the misconceptions about great ideas.
14. Discuss the different stages of new product introduction.
15. Explain the purposes of a Business plan.
16. How will you assess the technical feasibility of a Project?
17. Explain the various forms of Venture capital.

**PART C**

**ANSWER ANY TWO QUESTIONS:**

**( 2 X 20 = 40 MARKS)**

18. Describe the various types of entrepreneurs. Which one of them do you consider as the most widely accepted one, and why?
19. Describe the various methods of generating ideas.
20. Using an example, describe will how you formulate a business plan.
21. Discuss the various sources of finance for business.

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