



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2014

CO 5409 - ENTREPRENEURIAL LEADERSHIP

Date : 12/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions:

(10x2=20 Marks)

1. Define the term 'Entrepreneurial Leadership'.
2. How does 'Leadership circle profile' differ from 'Leadership Profile'?
3. Who is a 'Practical Leader'?
4. Specify the four primary factors of leadership.
5. What is 'Leadership Style'?
6. List out the three elements of 'Personal Leadership'.
7. Why is 'Emotional Intelligence' significant to a leader?
8. State how popular culture media is considered relevant in leadership.
9. Write the meaning of 'Life Skills'.
10. Mention the reason to consider leadership as 'Product Leadership'.

SECTION – B

Answer any FOUR Questions:

(4 x 10 = 40 Marks)

11. What are the differences between the 'Situational Leadership Theory' and the 'Contingency Leadership Theory'.
12. State and explain the ways in which 'business failure', 'corporate failure' and 'personal failure' lead to success.
13. Specify and explain the differences between 'Leadership models', 'Leadership Philosophies', and 'Leadership Styles'.
14. What are the reasons requiring followers to know the style of their leaders?
15. Explain how to recognize a leader?
16. Enumerate the requirements to develop 'Leadership Skills'.
17. Briefly explain the steps to build 'Personal Leadership Brand'.

SECTION – C

Answer any TWO Questions:

(2 x 20 = 40 Marks)

18. Describe the attributes of 'Effective Entrepreneurial Leaders'.
19. Explain the following 'Theories of Leadership'
 - a) Great Man Theories
 - b) Transformational Theories
 - c) Participative Theories
 - d) Situational Theories
20. Discuss the following 'Leadership Models'.
 - a) Charismatic Leadership
 - b) Laissez – faire Leadership
 - c) Servant Leadership
 - d) Bureaucratic Leadership
 - e) Transactional Leadership
 - f) Paternalistic Leadership
 - g) Pace – setter Leadership.
21. Describe the profile of any one 'Indian Business Leader'.

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