



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.SC DEGREE EXAMINATION – ECO., SOCIO. & PLANT BIO. & PLANT BIOTECH.

FOURTH SEMESTER – NOVEMBER 2016

CO 4208 - ENTREPRENEURSHIP & ORGANISING A BUSINESS

Date: 11-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL THE QUESTIONS

(10 X 2 =20 MARKS)

1. Define Business.
2. Who is an Entrepreneur?
3. List any two differences between Entrepreneurs and Intrapreneur .
4. What is Franchising?
5. What do you understand by Group Discussion?
6. Define Copy right.
7. What is Product?
8. Mention any two examples for the professional services.
9. Define Networking.
10. What is Equity Financing?

SECTION – B

ANSWER ANY FOUR QUESTIONS

(4 X 10 = 40 MARKS)

11. Explain the characteristics of successful entrepreneurs
12. Explain the various functions of an entrepreneur
13. Briefly analyze the entrepreneur's opportunities that arise from various changes.
14. Describe the advantages and disadvantages of sole proprietorship
15. Briefly analyse the different types of service ventures
16. Discuss the various business opportunities available for small entrepreneurs in our country
17. Explain the different steps involved in setting up a small business enterprise.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2 X 20 = 40 MARKS)

18. Enlist and explain the different types of entrepreneurs
19. Discuss the product development process in detail.
20. Identify each major section of the feasibility plan and describe one key activity in each that an entrepreneur should address.
21. Define Patent. Explain the various types of patents.
