



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6614 – ENTREPRENEURSHIP AND NEW VENTURE CREATION

Date: 14-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

(10 * 2 = 20 Marks)

Answer ALL questions. All questions carry equal marks.

1. Define 'Entrepreneurship'.
2. What do you mean by 'Corporate Entrepreneur'?
3. What is meant by Innovation?
4. What do you understand by 'Brainstorming'?
5. What is a Project Report?
6. What is a Feasibility Plan?
7. What is Trademark?
8. What do you mean by 'Idea Screening'?
9. What do you understand by 'Debt Financing'?
10. What is meant by Asset Management?

PART – B

(4 * 10 = 40 Marks)

Answer any FOUR questions. All questions carry equal marks.

11. What are the characteristics of an Entrepreneur?
12. What are the various sources of generating Business ideas?
13. What are the advantages and disadvantages of a Focus Group?
14. Distinguish between PERT and CPM.
15. Describe the significance of a Project Report.
16. What are the different types of Patents?
17. What are the features of Venture Capital?

PART – C

(2 * 20 = 40 Marks)

Answer any TWO questions. All questions carry equal marks.

18. What are the various internal and external factors influencing the entrepreneur?
19. Discuss the various types of Growth Strategies adopted by a Small Business firm?
20. What are the various stages involved in the introduction of a new product?
21. Using an example, describe the various ways to finance your new venture.
