



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

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

FOURTH SEMESTER – APRIL 2017

**CO 4506- ENTREPRENEURSHIP OPPORTUNITY ANALYSIS**

Date: 25-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL Questions:**

**(10 x 2 = 20)**

1. Define 'Entrepreneurship'.
2. What is a 'Project report'?
3. What is meant by 'Reverse Brainstorming'?
4. Write a note on 'Business Angels'.
5. Why do some business plans fail?
6. What is 'Seed capital'?
7. Who is a Fabian 'entrepreneur'?
8. State any two differences between Intrapreneurs and Entrepreneurs.
9. What is the significance of critical path?
10. What is a feasibility report?

**PART – B**

**Answer Any FOUR Questions:**

**(4 x 10 = 40)**

11. Discuss the types of skills required for Entrepreneurship.
12. What is a Business Plan? What makes an excellent business plan?
13. Explain the different methods of generating business ideas.
14. Discuss briefly the network diagram in project management, and how is it different from the Gantt chart.
15. Explain the problems faced by women entrepreneurs.
16. Identify and explain any three organisations, which are in possession of information of business opportunities.
17. Discuss the economic factors influencing entrepreneurship.

**PART – C**

**Answer Any TWO Questions:**

**(2 x 20 = 40)**

18. Elaborate the formalities for setting up of a small business enterprise.
19. Discuss the various sources of finance used for funding a new enterprise.
20. "Innovation is the hallmark of entrepreneurship". Discuss.
21. Critically evaluate project appraisal methods available to an entrepreneur.

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