



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2019

17/16UCO4ES11– ENTREPRENEURSHIP AND INNOVATIONS

Date: 08-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Answer ALL the questions

Part-A
(10x2=20)

1. What is Merger?
2. What do you mean by Differentiation?
3. What is sub-contracting?
4. What is Project report?
5. What is Financial analysis?
6. Who is an Intreprenuer?
7. Who is an Entrepreneur?
8. Define patent
9. Define Diversification
10. Who is an Innovative entrepreneur?

Part- B

Answer any FOUR questions

(4x10=40)

11. Explain different drivers of innovation.
12. Explain different traits of a successful entrepreneur.
13. Entrepreneur faces many challenges in his entrepreneurial journey- elucidate.
14. Explain different steps involved in project identification and selection.
15. Define “intellectual property”. What are the items covered under intellectual property?
Explain the significance of intellectual property to entrepreneur.
16. What is diversification? Explain different types of diversification.
17. Explain the role of small business in Indian economy.

Part-C

Answer any TWO questions

(2x20=40)

18. Evaluate different types of growth strategies.
 19. Explain different types of innovations in detail.
 20. What is ‘New product’? Explain different steps involved in new product development.
 21. What is project formulation? Explain different steps involved in project formulation.
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