



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

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

**FOURTH SEMESTER – APRIL 2022**

**16/17/18UCO4ES11 – ENTREPRENEURSHIP AND INNOVATIONS**

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART - A**

**ANSWER ALL THE QUESTIONS**

**(10x2=20 Marks)**

1. Define innovation.
2. What do you mean by new product?
3. Who is an entrepreneur?
4. Define patent.
5. What is subcontracting?
6. Mention any four basic startup problems
7. What is financial analysis?
8. Define project.
9. What is project feasibility?
10. Define project report?

**PART – B**

**ANSWER ANY FOUR QUESTIONS**

**(4x 10 = 40 Marks)**

11. Explain various innovation drivers in an organization.
12. Write a note on intellectual property.
13. Enumerate the different traits of an entrepreneur.
14. Explain the challenges faced by women entrepreneurs.
15. Explain the different stages of project identification and selection.
16. 'Small business plays a significant role in Indian economy'- Elucidate
17. Explain the different stages of project formulations.

**PART – C**

**ANSWER ANY TWO QUESTIONS**

**(2 x 20 = 40 Marks)**

18. Explain the different types of innovations with relevant example
19. Elaborate the various stages of new product development.
20. Explain the different functions of an entrepreneur.
21. Evaluate the different types of growth strategies available for an organization.

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