

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

P.G. DEGREE EXAMINATION – COMMON PAPER

THIRD SEMESTER – NOVEMBER 2007

AU 25

CO 3925 - ENTREPRENEURSHIP AND SMALL BUSINESS MGT.

Date : 03/11/2007
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer all questions

10 x 2 = 20

1. Distinguish between risk and uncertainty.
2. Classify the types of entrepreneurs.
3. Explain the different sources of ideas.
4. Describe the steps involved in the identification of a project.
5. What is a Business Plan?
6. What is feasibility analysis?
7. What is a network diagram?
8. What is meant by PERT?
9. What is Industrial Estate?
10. What are the Objectives of TCO?

SECTION – B

Answer any Five questions

5 x 8 = 40

11. "Innovation is the hallmark of entrepreneurship." Discuss critically.
12. What do you understand by Intrapreneurship,? How does it differ from Entrepreneurship?
13. Define entrepreneurship and elaborate on its scope and vital role in developing economies.
14. Comment on the statement that entrepreneurs are made, not born. Give reasons for your views.
15. Discuss the steps involved in the processing and selection of business a idea.
16. How will you classify projects? Give a rational and acceptable criterion for classifying projects.
17. Discuss various phases of project life cycle.
18. Draw a sample Break-even diagram indicating various costs. Explain the usefulness of a Break-even Chart.

SECTION – C

Answer any Two questions

2 x 20 = 40

19. Define entrepreneurship and elaborate on its scope and vital role in developing economies.
20. Describe the planning Commission's guidelines for project formulation/ feasibility reports of industrial projects.
21. Explain the various growth strategies that are available to a small enterprise. Comment on the benefits of 'Franchise' business in the present economic environment.
