



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

**B.Sc. & B.A DEGREE EXAMINATION – ADV. ZOO., PLANT BIO., SOCIO. & ECO**

**FOURTH SEMESTER – APRIL 2016**

**CO 4208 - ENTREPRENEURSHIP & ORGANISING A BUSINESS**

Date: 27-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

ANSWER **ALL** THE QUESTIONS

**(10 X 2 =20 MARKS)**

Explain the following terms briefly:

1. Intrapreneur.
2. Social entrepreneurship
2. Franchising
3. Asset management
4. Debt financing
5. Market research
6. Product and service
7. Patent
8. Networking
9. Windows and corridors
10. Human resources management

**SECTION – B**

ANSWER ANY **FOUR** QUESTIONS

**(4 X 10 = 40 MARKS)**

11. Define Entrepreneurship. Explain the characteristics of successful entrepreneurs
12. Distinguish between an entrepreneur and manager
13. Explain the five sets of activities essential during the pre-stage-up stage.
14. Explain the different steps involved in setting up a small business enterprise.
15. Briefly analyse the different types of service ventures
16. Explain the Planning Commission guidelines for formulating project report.
17. Explain the major steps involved in obtaining a patent.

**SECTION – C**

ANSWER ANY **TWO** QUESTIONS

**(2 X 20 = 40 MARKS)**

18. Enlist and explain the different types of entrepreneurs.
19. Describe the creative process elaborately with an example
20. Identify each major section of the feasibility plan and describe one key activity in each that an entrepreneur should address.
21. Discuss the product development process in detail.

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