



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

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

**SIXTH SEMESTER – APRIL 2017**

**CO 6614- ENTREPRENEURSHIP AND NEW VENTURE CREATION**

Date: 20-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer ALL Questions:**

**(10 X 2 = 20)**

1. Define Corporate Entrepreneurship.
2. Define Marketing Research.
3. What is Asset Management?
4. What is a Project Report?
5. Define Competitive Analysis.
6. What is Product Patenting?
7. What is Test- Marketing?
8. What is a Venture team?
9. Define Creativity and Innovation.
10. Distinguish between Debt financing from Equity financing.

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Discuss the various factors affecting entrepreneurial growth.
12. State the various sources of Business or Product ideas.
13. Differentiate copyrights from Patents & Trademarks.
14. How do you achieve success in a new product development initiative?
15. Discuss the various types of Marketing Research.
16. Discuss the factors to be considered while preparing a Feasibility Report.
17. What is Venture Capital? Explain its salient features.

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. An Entrepreneur is born and not made - Discuss. (Qualities)
19. Explain the steps in the preparation of a Project Report.
20. Describe the stages of a new product development using suitable example.
21. Distinguish between PERT & CPM Model and highlight its importance in the evaluation of a Project.

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