

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2019

CO 6614– ENTREPRENEURSHIP AND NEW VENTURE CREATION

Date: 01-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL Questions:

(10 X 2 = 20)

1. Define Entrepreneur.
2. What do you understand by entrepreneurial competencies?
3. Who is a Drone Entrepreneur?
4. What is a Project Report?
5. Give a brief note on Achievement Motivation.
6. What is Product Patenting?
7. What is Test- Marketing?
8. What is a Venture team?
9. What are the techniques of generating new ideas?
10. What are the various types of network techniques?

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. Distinguish between entrepreneur and manager.
12. Discuss the qualities of a successful entrepreneur.
13. Explain the psychological factors that contribute to entrepreneurial motivation.
14. Explain the Venture capital financing process.
15. Discuss the various types of Service Ventures.
16. Explain the process of creating new ideas.
17. Enumerate the step-by-approach for starting a new venture.

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. Discuss the role of Entrepreneurship in the economic development.
19. Explain the elements of Project Formulation.
20. Describe the stages of new product development with suitable examples.
21. Prepare a Project Report of New business proposal for raising Finance.
