

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2009

CO 3807 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date & Time: 10/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION – A

(10 x 2 = 20 marks)

Answer all questions. Each answers carries maximum of 2 marks. Each answer should be around 10 lines.

1. Why are some entrepreneurs more successful than others?
2. Identify any 3 startup experiences usually faced by an entrepreneur.
3. Are entrepreneurs 'born' or 'made'?
4. Explain some characteristic features of a 'star' business, as per the BCG matrix.
5. Why do some products fail?
6. If Future Value (FV) after 5 years at 5% return p.a. is Rs 5000, what is the Present Value (PV)?
7. Give an example of imitative entrepreneurship.
8. Identify any three items in an Executive Summary of a Project Report.
9. Comment on ONE most important personality trait that you recognize in an entrepreneur known to you.
10. What is operating expenses ratio?

SECTION – B

(5 x 8 = 40 marks)

Answer any 5 questions. Each answers carries maximum of 8 marks. Answers should be in about 1 page.

11. What are the competencies required to be an entrepreneur?
12. What de-motivates people from starting a business? Suggest solutions.
13. What are the sources of finance for a small enterprise?
14. Can an entrepreneur be trained? Can anyone be born an entrepreneur?
15. Analyse the data below and answer the questions:
Cost of Goods sold 27%; Commissions 6%; Direct Labor 6%
 - a. What is Total Variable cost?
 - b. What is BEP volume if the Fixed Cost (FC) is Rs. 40000?
 - c. What is BEP if Rs 1 lakh is added to the above FC?
16. Comment on Competition which is latent or seeable for a product or service in any business context.
17. Comment on entrepreneurship culture in India.
18. What are the various processes you go through before you start a business?

SECTION – C

(2 x 20 = 40 marks)

Answer any 2 questions. Each answers carries maximum of 20 marks. Answers should be around 4 pages.

19. Describe a business idea of interest to you. Comment on the key elements you would incorporate in your business model with appropriate examples.
20. What is the role of Entrepreneurship Development Cells in spreading entrepreneurship among the youth in India? Comment on the role of NEN in encouraging entrepreneurship in India.
21. Write detailed notes on any **TWO** of the following:
 - a. Schumpeter's theory of entrepreneurship;
 - b. Entrepreneurship motivation ;
 - c. Your ideas on Promoting Women Entrepreneurship.