 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

THIRD SEMESTER – **NOVEMBER 2012**

# CO 3807 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date : 08/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Section: A**

**Answer All Questions: 10 x 2 = 20**

1. Define a Small Business.
2. State any two objectives of Small Business.
3. Who is a Social Entrepreneur?
4. Distinguish between Entrepreneur and Manager.
5. Write a short note on: “Ancillary Industry”.
6. What is meant by Network Analysis?
7. What is Venture Capital?
8. Why do business firms grow?
9. What is feasibility Analysis?
10. Distinguish between Innovation and Invention.

**Section: B**

**Answer any five questions: 5 x 8 = 40**

1. Discuss the traits of a successful entrepreneur.
2. What are the chief characteristics of Small Scale Industries?
3. In what ways the subsidies and incentives are beneficial to entrepreneurs?
4. Explain the role of entrepreneur in economic development.
5. Give a brief profile of women entrepreneurs and discuss the main problems faced by them.
6. What is Techno- Economic Analysis in project formulation?
7. What is a project report? Explain the contents of a “Project Report”.
8. Write short note on: a) Joint Venture, b) Vertical Integration.

**Section: C**

**Answer any two questions: 2 x 20 = 40**

1. Who is an entrepreneur? Differentiate an entrepreneur from a corporate entrepreneur. Describe the various types of entrepreneur with a suitable example.
2. “Diversification may be more risky as compared to Expansion”. Discuss. What are the practical problems faced in expansion and diversification?
3. Make a comparative evaluation of the various project appraisal methods.

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