

(6 pages)

Reg. No. :

Code No. : 10186 E Sub. Code : SSCO 4 A

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2021.

Fourth Semester

Commerce – Main

ENTERPRENEURSHIP DEVELOPMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The hallmark of an entrepreneur is _____.
(a) Innovation (b) Risk taking
(c) Capitalist (d) Decision making
2. Innovation and invention are two sides of the same coin
(a) True (b) False
(c) Party true (d) None of the above

3. Innovation is considered as seal for an entrepreneur is the view held by;
- (a) Richard cantillon
 - (b) Peter Drucker
 - (c) Joseph A Schumpeter
 - (d) David C Mc Clelland
4. The employee who is entrusted with the responsibility to make innovation in the organization is called
- (a) Innovative
 - (b) Intreprenuer
 - (c) Corporate entrepreneur
 - (d) None of the above
5. The most suitable type of entrepreneur for a developing economy like Malaysia is:
- (a) Innovative (b) Imitative
 - (c) Fabian (d) Drone
6. _____ is the process of creating something and assuming the risks and rewards out of it.
- (a) Entrepreneur
 - (b) Entrepreneurship
 - (c) Intreprenuer
 - (d) Corporate entrepreneur

7. What one can do is called _____ and how one does is called _____.
- (a) Competence, competency
 - (b) Competence, creativity
 - (c) Skill, competency
 - (d) Knowledge, experience
8. The basic objective of EDP is to
- (a) Introduce about entrepreneurship
 - (b) Induce N' Ach
 - (c) Provide funds
 - (d) Create awareness
9. Selecting a project out of projects identified is called
- (a) Selecting in process (b) Arranging in process
 - (c) Zeroing in process (d) (a) and (b)
10. Project section starts from where project _____ ends.
- (a) Information (b) Identification
 - (c) Internal (d) Idea Generation

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Differentiate between Entrepreneur and Intrepreneur.

Or

- (b) Bring out the qualities of an Intrepreneur.

12. (a) Who is called as successful entrepreneur? Enlist their characteristics.

Or

- (b) Brief the economic factors that influences entrepreneur.

13. (a) What is Project Appraisal? Brief its significance.

Or

- (b) Briefly state the procedure of conducting market analysis.

14. (a) Give an outline on the method of brainstorming in generating business ideas.

Or

- (b) Outline the importance of reverse brainstorming.

15. (a) Bring out the characteristics of a small enterprise.

Or

- (b) What are the factors influencing the choice of ownership ?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Classify and explain the different types of entrepreneurs.

Or

- (b) Examine the qualities of a successful entrepreneur.

17. (a) Explain the need of rural entrepreneurship in India.

Or

- (b) Why do entrepreneurs require training and other support mechanisms? Discuss.

18. (a) Make a detailed note on Feasibility Analysis while launching an enterprise.

Or

- (b) Explain the components of Economic Appraisal for a project.

19. (a) What are the factors determines the choice of ownership? Explain.

Or

- (b) Draft a detailed business plan for marketing the organic vegetables in Chennai city as a small business.

20. (a) What are called as industrial sickness? Explain the factors influencing sickness of business.

Or

- (b) What are rehabilitation strategies available for sick business unit? Explain.
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