

MCOM 1005

M.Com. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

First Year — Non-Semester

Commerce

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. How economic factors influence Entrepreneurship?
2. Explain the characteristics of Entrepreneur.
3. What are the specialised institutions promoted for entrepreneurial development?
4. Explain the problems faced by Small Scale Industries in India.
5. How a technical feasibility of a project can be ascertained?
6. Explain the various types of growth strategies which can be adopted by the business firm.

7. Write a detailed note on significance of rural entrepreneurship.

8. Discuss the essentials of tourism marketing policy.

PART B — (5 × 12 = 60 marks)

Answer any FIVE questions out of Eight.

9. Discuss the functions of Entrepreneur.
10. How the entrepreneurs are classified? Explain each of them.
11. Examine the factors which motivate people to become entrepreneur.
12. Examine the role of SSI sector in economic development.
13. Describe the stages involved in project formulation.
14. Suggest a suitable outline of feasibility report for setting up a small scale industry.
15. How to identify the general characteristics of an intrapreneur?
16. Explain the need and scope of Women Entrepreneurship.