

M.Com. DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major -IX
ENTREPRENEURSHIP AND SMALL BUSINESS PROMOTION

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Who is an entrepreneur?
2. Write the significance of industrial fairs.
3. Mention the sources through which a business idea may be discovered.
4. Define market appraisal.
5. Write short note on project formulation.
6. Write short note on women entrepreneur.
7. What do you mean by project?
8. What do you understand by financial institution?
9. What do you understand by small business?
10. Define incentives.
11. What is channel of distribution?
12. Give the definition of small scale industries.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are the different types of entrepreneur traits?
14. Distinguish between ancillary industry and small scale industry.
15. What are the sources of Project Identification?
16. Discuss the different sources of short and long term finance.
17. What are the various types of distribution channels? Elaborate.
18. Identify the business opportunities for women entrepreneurship.
19. State the steps for starting small scale business.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Discuss various techniques of project idea generation.

21. Outline the steps in conducting a feasibility study of a project.
22. List and explain the state and central government schemes for small scale industries.
23. What are the problems faced by women entrepreneurs?

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