

M.Com DEGREE EXAMINATION, APRIL 2019
II Year III Semester
Entrepreneurship and Small Business Promotion

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is entrepreneurship?
2. Who are entrepreneurs by inheritance?
3. Mention two constraints of project identification.
4. What are ancillary units?
5. Explain the term direct financing.
6. Briefly explain marketing assistance.
7. Give the meaning of quality standards.
8. What is marketing channel?
9. What do you mean by incentives?
10. Mention few problems faced by small entrepreneurs.
11. Write a short note on Entrepreneurial motivation.
12. Explain EDP.

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

Answer any **FIVE** questions

13. Explain the steps for establishing entrepreneurial systems.
14. What are the features of consumer products?
15. Describe the different sources of finance.
16. Explain the importance of selecting marketing channels.
17. Enumerate the problems of women entrepreneurs.
18. How does a Trade fair help an entrepreneur in identifying a new business opportunity?
19. State the functions of any one of the Tamil Nadu Small Scale Industrial Development Corporations.

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

Answer any **TWO** questions

20. “ Entrepreneurs are born and not made” Critically examine the statement.
21. Discuss the various techniques of project evaluation.
22. Explain the different marketing channels available for entrepreneurs.
23. Describe few central government schemes for development of SSI.

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