

## **MCOM 1005**

M.Com. DEGREE EXAMINATION, JANUARY 2021.

Non-Semester – First Year

Commerce

### ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Define entrepreneurship and state its main characteristics.
2. State the problems in growth of Entrepreneurship.
3. What is the role of consultants in various feasibility studies?
4. Define Intrapreneurship. What are the needs of Intrapreneurship?
5. Create an action plan to the development rural entrepreneurship.
6. What are the roles of SSI Sectors in the economy in India?

7. Who is an entrepreneur? And its role of Entrepreneur.
8. How does a trade fair help an entrepreneur in Identification of a new business opportunity?

PART B — (5 × 12 = 60 marks)

Answer any FIVE questions

9. How would you classify different types of entrepreneurship?
10. Explain the contribution of motivation theories in understanding entrepreneurs.
11. What is a project report? Explain its significance and contents.
12. Discuss the needs and strategies in corporate Entrepreneurship development.
13. Explain the various sectors in Entrepreneurship in India.
14. Briefly explain the functions of an entrepreneur.
15. Discuss the main problems of small scale industrial units in India.
16. Discuss the major problems faced by women Entrepreneurs in India. State the various schemes introduced by the Government for the development of women entrepreneurs.