

**BCom DEGREE EXAMINATION MAY 2018**

(Sixth Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

**ENTREPRENEURSHIP**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions earn' **EQUAL** marks (10 x 2 = 20)

- 1 Define the term entrepreneur.
- 2 State any two qualities of an entrepreneur.
- 3 List any two institutions in support of entrepreneurs.
- 4 Expand IFRASTE and MUN.\*
- 5 What is Break-even time?
- 6 What is an operating cycle?
- 7 Name the SSI industries, which has to get clearance and then apply for registration.
- 8 Who can avail general scheme to small scale sector?
- 9 Discuss the support given by KYIC to tiny sector.
- 10 What are the assistance provided by SIDCO to the entrepreneur?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the factors influencing Entrepreneurship.  
OR ~  
b Discuss the basic classification of entrepreneur.
- 12 a Discuss the role played by Government in entrepreneurial development.  
OR  
b Discuss the motivational theories of entrepreneurship development.
- 13 a Discuss the various classification of projects.  
OR  
b Write a short note on 'Market Research and Analysis'.
- 14 a Discuss the problems faced by the entrepreneurs on exports.  
OR "  
b What is the role of MSM.E to achieve the national objective of growth?
- 15 a What are the guideline framed by Tamilnadu Industries Investment Corporation to avail the financial assistance?  
OR  
b Discuss the functions of SISI.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the Mahatma Gandhi's views on entrepreneurship.
- 17 Explain the taxation benefits and concessions available to the SSI units.
- 18 Explain the planning commission guidelines for the preparation of project profiles for medium and large scale manufacturing and service industries.
- 19 What is industrial sickness and explain the role played by Bureau of Industrial Finance and Reconstruction for revival?
- 20 Explain the various financial schemes provided by the commercial banks, to the entrepreneur.