

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SY B.Com, Semester-III. Semester End Examination November 2022  
New Venture Planning (SEC-1)

Duration: 2hrs

Max Marks: 80

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) All questions are compulsory
- 4) Answer sub-questions of Question Nos. 1 and 2 in about 100 words each
- 5) Answer Question Nos. 3, 4, 5 and 6 in about 400 words each

- Q 1. Answer **ANY FOUR** of the following: (4x4=16 Marks)
1. Brainstorming as a technique of idea generation
  2. Bootstrapping as a method of new venture creation
  3. Advantages of franchising to the Franchisee
  4. Advantages of Acquiring an Established Business
  5. Copyrights as a mechanism for protecting intellectual property
  6. Features of Partnership Firms
- Q 2. Write short notes on **ANY FOUR** of the following: (4x4=16 Marks)
1. Angel Investors
  2. State Finance Corporations
  3. Crowd funding
  4. Business Incubators
  5. Niche Marketing
  6. Harvest Strategy
- Q 3 A. Outline the role of creative thinking in entrepreneurship (12 Marks)  
OR
- Q 3 B. Illustrate in detail the various sources of innovative business ideas
- Q 4 A. What are the requirements and procedure for filing patents in India? (12 Marks)  
OR
- Q 4 B. Describe a Joint Stock Company as a form of business organisation and explain its merits and demerits
- Q 5 A. Analyse the key elements of a good marketing plan. (12 Marks)  
OR
- Q 5 B. Explain the concept of venture capital. What are the various stages in venture capital financing?
- Q 6 A. Explain the pitfalls to avoid in a Business Plan (12 Marks)  
OR
- Q 6 B. State and explain the elements of a Business Plan