

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