

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 SY B.Com, Semester-III, Semester End Examination, November 2023
 GE 4: NEW VENTURE PLANNING

Max Marks: 80

Duration: 2hrs

Instructions: 1) Figures to the right indicate maximum marks

2) Start each question on fresh page

3) All Questions are compulsory

4) Answer to question Q1 & Q2 should be approximately 100 words each

5) Answer to question Q3 to Q6 should be approximately 400 words each

Q1. Answer the following questions: (Any Four)**(4*4= 16 marks)**

- a) Elaborate on evaluation of an established venture
- b) Discuss the approach to identify opportunity
- c) Describe the features of franchising
- d) Explain the merits of partnership
- e) Discuss the concept of Intellectual Property
- f) Highlight the merits of Sole Proprietorship

Q2. Write short notes on: - (Any Four)**(4*4= 16 marks)**

- a. Crowdfunding
- b. Angel Investors
- c. Business Incubators
- d. Primary functions of Business plan
- e. Harvest Strategy
- f. Niche Marketing

Q3.a. "Innovation often originates from various places". Synthesize on the sources of innovative ideas. **(12 marks)**

Or

Q3.x. "Evaluating a franchise business is a critical step in making an informed investment decision". Describe the ways of evaluating a franchise business **(12 marks)**

Q4.a. "Navigating the legal landscape is essential for businesses in India to ensure compliance and success." Discuss the various legal acts governing business in India. **(12 marks)**

Or

Q4.x. What is Patent? Explain the process for Patent registration. **(12 marks)**

Q5.a. What is Venture Capital? Elaborate on the steps involved in the venture capital process? **(12 marks)**

Or

Q5.x. Describe the different elements of developing a marketing plan **(12 marks)**

Q6.a. Exploring the foundation of a solid business plan, Discuss the various components that make up an effective business plan **(12 marks)**

Or

Q6.x. To ensure a successful business plan, Describe some strategies and best practices to avoid common pitfalls and challenges in business plan. **(12 marks)**