

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**SY B.Com, Semester-III, Semester End Examination, October 2019**  
**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 to Q1 and Q2 should be approximately 100 words each.
- 5) Answer to Q3 to Q6 should be approximately 400 words each.

**Q1. Write short notes on (Any 4)**

**(4 x 4 =16 marks)**

1. Any four impediments to creativity.
2. Incongruities and process need as a source of innovative idea.
3. Advantages of acquiring an established venture.
4. Limited Liability Partnership.
5. Four points of distinction between private and public limited company.
6. Four types of partners.

**Q2. Write short notes on (Any 4)**

**(4 x 4 =16 marks)**

1. Angel investors
2. State Finance Corporations.
3. Any four benefits of business plan.
4. Business incubators.
5. Market niche.
6. Milestone schedule.

**Q3 A) Describe the various techniques of idea generation.**

**(12 marks)**

**OR**

**X) Explain Franchising as a pathway for creating new venture. Explain advantages and disadvantages of franchising to the franchisee.**

**(12 marks)**

**Q4 A) Explain the requirements and procedure for filling copyright.**

**(12 marks)**

**OR**

**X) Describe partnership as a form of business organization and explain its merits and demerits.**

**(12 marks)**

Q5 A) Explain the concept of venture capital and explain the various stages of venture capital financing. (12 marks)

**OR**

X) Explain the various elements of marketing plan. (12 marks)

Q6 A) Explain the various ways for avoiding pitfalls in business plan. (12 marks)

**OR**

X) State and explain the elements of Business plan. (12 marks)