

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com, Semester III, Semester End Examination, October 2018
New Venture Planning (SEC-1)

Duration: 2 hours

Max. Marks: 80

Instructions:

- 1) All questions are compulsory.
- 2) Answer sub-questions in Question no.1 and Question no.2 in not more than 100 words each.
- 3) Answer sub-questions in Question no.3 and Question no.4 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks to the questions.

QI) Answer any four questions from the following:-

(4X4 = 16 mrks)

- 1) What is 'Opportunity Identification' for an entrepreneur?
- 2) Write any 4 role of creative thinking.
- 3) What do you mean by 'Bootstrapping'? Write any 4 advantages of Bootstrapping.
- 4) Write any 4 features of franchising.
- 5) Write any 4 points of distinction between 'Partnership' and 'Liability Limited Partnership' form of business.
- 6) Write any 4 essential elements of a valid contract.

QII) Answer any four questions from the following:-

(4X4 = 16 mrks)

- 1) Write a short note on 'Venture Capital'.
- 2) What do you mean by 'Angel Investors'?
- 3) What is a 'Business Plan'? Write any 4 benefits of a Business Plan.
- 4) Explain in brief the 5-stages in venture capital financing.
- 5) Write a short note on 'Business Incubators and Facilitators'.
- 6) How to evaluate the Venture Capitalist?

QIII) A) Explain in detail the different sources of business ideas.

(12 Mrks)

OR

B) How Franchising works? Write advantages and disadvantages of franchising.

QIV) A) What are the requirements and procedure for filing trademark application?

(12 Mrks)

OR

B) What is 'Sole Proprietorship'? Write a detailed note on advantages and disadvantages of sole proprietorship.

Contd...

QV) A) What are the alternate sources of financing for Indian entrepreneurs?

(12Mrks)

OR

B) How to develop a 'Marketing Plan' for a new business?

QVI) A) Explain in detail the elements/components of a good Business Plan.

(12 Mrks)

OR

B) Write a detail note on pitfalls/mistakes to avoid in a business plan.
