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M.com (Semester – I)
EXAMINATION Oct/Nov 2019
New Venture Creation

[Duration : Three Hours]

[Total Marks : 60]

Instructions:

- 1) This paper consists of **nine** questions carrying equal marks.
- 2) Question **No.1** consists of **5 compulsory** questions of **2 marks each**.
- 3) Answer any **5 questions** from question No. **2, 3, 4, 5, 6, 7, 8 and 9**.
- 4) Each question carries **10 marks**. Figures to the right indicate marks.

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| 1. | Answer the following questions: | (5*2=10) |
| | a) Differentiate between economic growth and economic development. | |
| | b) Highlight the importance of creativity in business world. | |
| | c) Write any four Don'ts related to making of a business plan. | |
| | d) What is venture capital? | |
| | e) What is the role of government as an agent of growth in business. | |
| 2. | Explain the concept of business life cycle in detail. | 10 |
| 3. | A business plan is the clear picture of the proposed business. What are the components of an ideal business plan? | 10 |
| 4. | What is venture capital association? What role does a venture capital association play. | 10 |
| 5. | What are the various growth strategies available to a business venture at its development phase? | 10 |
| 6. | a) What are the unique features of a social entrepreneurship? | 05 |
| | b) What is the contribution of an entrepreneur in the growth of an enterprise? | 05 |
| 7. | What are the merits and demerits associated with the decision of an enterprise to go public? | 10 |
| 8. | a) What are the various services offered by the consultancy firms to the new venture business? | 05 |
| | b) What support does the venture capital provide to a new venture establishment? | 05 |
| 9. | a) Explain in detail the retrenchment strategy. | 05 |
| | b) What is the approach adopted by a new venture in its expansion? | 05 |