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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.

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