

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

Duration: 2hrs

Max Marks: 80

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

Q.3.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)