

Total No. of Questions : 3]

SEAT No. :

PA-2024

[Total No. of Pages : 2

[5955]-601

T.Y. B.B.A. (I.B.)

**601 : NEW VENTURE CREATION AND START UPS
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Q1) a) Fill in the blanks (Attempt any 5) from the options given below :

[5 × 1 = 5]

- i) _____ with leading brands who want to spread across the country, offers good opportunity for entrepreneurs.
- ii) _____ is a method of raising funds from individuals, using internet-based platforms.
- iii) A design or symbol created by an organisation to identify its offerings and services is called _____.
- iv) _____ are people who have a large follower base (more than 10,000 followers) on social media.
- v) An arrangement where a firm transfers the rights to the use of a product or service to another firm is known as _____.
- vi) To provide financial assistance to entrepreneurs the government has set up a number of _____.

(Key words, Crowd funding, Franchising, Logo, Influences, Financial Institutions)

b) Match the following :

[5 × 1 = 5]

- | A | B |
|--------------------------|--|
| i) Social Responsibility | a) Process of creating something new |
| ii) Psychometric tests | b) Process of recording transactions and events in accounting system |
| iii) UPI | c) Obligation to act for benefit of society |
| iv) Record keeping | d) Assess the personality traits and characteristics of employees |
| v) Innovation | e) Digital tool for facilitating payments |

P.T.O.

- c) True or False (Attempt any 4) : [4 × 1 = 4]
- i) Generating and analysing alternative solutions or ideas is an important part of entrepreneurial decision process.
 - ii) Venture capitalists are generally individuals or groups who provide capital from their personal assets to assist you to start a business.
 - iii) Google Analytics is a popular social media platform.
 - iv) Feasibility study analyses the viability of a project and likelihood of its success.
 - v) Setting up incubation centres is one of the objectives of National Small Industries Corporation.

Q2) Write Short Notes on (Attempt any 3) : **[3 × 8 = 24]**

- a) Write a short note on the common traits and characteristics found in entrepreneurs.
- b) What are the various sources of capital for financing new ventures.
- c) Explain the elements of a business plan.
- d) Functions of KVIC.

Q3) Long Answer (Attempt any 2) : **[2 × 16 = 32]**

- a) Discuss in detail about the opportunities available for entrepreneurs in India.
- b) What are the various strategies to be used for marketing of start-ups?
- c) Explain the functions of DICs. What are the various schemes launched under the DIC?
- d) What do you understand by Market Entry Strategies? Explain the market entry strategies used by organisation to enter a new market.

