

Total No. of Questions : 3]

SEAT No. :

P3043

[Total No. of Pages : 3

[6035]-601

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

GC - 601 : NEW VENTURE CREATION AND START-UPS

(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

Q1) A) Fill in the Blanks:

[5]

- a) _____ actions of an entrepreneur will most likely result in creative destruction.
 - i) Developing a new product
 - ii) Taking over a competitor's business
 - iii) Issuing shares to individuals and institutions
 - iv) Lowering prices of your product or service
- b) _____ is not a challenge for the entrepreneur.
 - i) Managing the cash flow of their business
 - ii) Recruiting new employees
 - iii) Choosing the product or service to sell in the market
 - iv) Formulating rules and regulations relating to conducting entrepreneurship in their country
- c) _____ is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns.
 - i) Entrepreneur
 - ii) Business person
 - iii) Buyer
 - iv) Venture capitalist
- d) _____ should be involved in preparing a firm's business plan.
 - i) Accountant
 - ii) Engineer
 - iii) Entrepreneur
 - iv) None of the above
- e) The process of creating something new is called:
 - i) Creative flexibility
 - ii) Management
 - iii) Business
 - iv) Innovation

P.T.O.

- B) Match the following: [5]
- | | |
|---------------------------|--|
| a) Business Plan | i) An assessment of a business project. |
| b) Managerial Feasibility | ii) Assessment typically involves a cost/benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated. |
| c) Financial Feasibility | iii) Evaluates the technical complexity of the expert system and often involves determining whether the expert system can be implemented with state-of-the-art techniques and tools. |
| d) Economic Feasibility | iv) A document that defines in detail a company's objectives and how it plans to achieve its goals. |
| e) Technical Feasibility | v) Ability of a project to achieve sufficient income, credit, and cash flow to financially sustain the project over the long term and meet all debt obligations. |
- C) Answer in one sentence (attempt any 5): [5]
- a) Entrepreneur
 - b) Manager
 - c) Economic Development
 - d) Brand Creation
 - e) Idea Generation
 - f) Social and Legal Feasibilities

- D) Fill in the blanks: [5]
- The Small Industrial Development Bank of India (SIDBI) is a _____ Institution of Government of India.
 - Full Form of DIC is _____.
 - _____ is the design or symbol that is created by an organization and identifies its offerings & services.
 - To provide financial assistance to entrepreneurs the government has set up a number of _____.
 - _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.

Q2) Answer the following questions (Attempt any 3): [30]

- What is KVIC? Explain the objectives and functions of KVIC.
- Explain the role of social media and websites in new venture development.
- What is meant by Business Opportunities? Explain different Market Entry Strategies.
- Explain objectives and functions of Small Industries Development Bank of India (SIDBI).
- Explain the significance of Financing and Managing the sources of capital of new venture.

Q3) Write a short notes (attempt any 4): [20]

- International Entrepreneurship Opportunities.
- Characteristics of Entrepreneurship.
- Activities of State Financial Corporation (SFCs).
- Project Report Preparation.
- E-commerce and Entrepreneurship.
- Digital Tools Facilitating Marketing.

