

**M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR-GOA**  
**B.Com (CBCS) III Semester End Examination (Regular/ Repeat), January, 2022**  
**SEC1- NEW VENTURE PLANNING (UCOS101)**

**Instructions:**

1. All Questions are compulsory, however internal choice is available
2. Answer sub-questions in question 1 and 2 in not more than 100 words each
3. Answer questions from question 3 to 6 in not more than 400 words each
4. Figure to the right indicate maximum marks to the questions
5. Paper Carries maximum 80 Marks

**Duration: 2 Hours**

**Max. Marks: 80**

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- Q1.** Answer *Any Four* of the following in brief **(4x4 = 16 )**
- i) Write down any four sources of Innovative Ideas.
  - ii) Write a short note on Franchising.
  - iii) What are Intellectual Property Rights?
  - iv) Which are the pathways of creating a New Venture?
  - v) What are the advantages of Limited Liability Partnership?
  - vi) Write a note on Entrepreneurial Imagination and Creativity.
- Q2.** Answer *any four of the following in brief:* **(4x4 = 16 )**
- i) What is a Market Plan?
  - ii) Discuss any two criteria's for evaluating the Venture Capitalist.
  - iii) Write a short note on Debt Financing.
  - iv) What are the objectives of Business Incubators?
  - v) Explain the concept of a Business Plan.
  - vi) What is a Harvest Strategy?
- Q3.** A) Describe any four techniques of generating Ideas. **(12)**
- OR**
- B) Which factors are considered while evaluating Franchising Opportunities? **(12)**
- Q4.** A) Write a detailed note on the advantages and disadvantages of Company form of Organisation. **(12)**
- OR**
- B) Explain the advantages & disadvantages of Sole Proprietorship form of Organisation. **(12)**
- Q5.** A) Elaborate on the financing stages of Venture Capitalists. **(12)**
- OR**
- B) What are the alternate sources of financing available to the Indian Entrepreneurs? **(12)**
- Q6.** A) Elaborate on the pitfalls to avoid in a business plan. **(12)**
- OR**
- B) What are the advantages of a Business Plan? **(12)**