

May 2024**B. Com. (Hons.) (Fourth Semester)****New Venture Planning (BCOMH-406-A)***Time : 3 Hours]**[Maximum Marks : 75*

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) What roles does creativity play in identify opportunities for new ventures ? **1.5**
- (b) Discuss techniques for generating new and unique business concepts. **1.5**
- (c) Discuss the considerations involved in acquiring an established venture. **1.5**
- (d) Discuss the concept of a business plan. **1.5**
- (e) Identify potential pitfalls entrepreneurs should avoid while choosing a business plan. **1.5**
- (f) Write a short note on bank funding. **1.5**
- (g) How do business incubators help the new entrepreneurs ? **1.5**

- (h) Explain the importance of intellectual property protection for entrepreneurs. 1.5
- (i) Briefly discuss the legal acts governing businesses in India. 1.5
- (j) How entrepreneurs can navigate the legal act when identifying the appropriate form of organization for their ventures. 1.5

Part B

- 2. What are the key features of a new venture and why is understanding them crucial for entrepreneurs ? 15
- 3. What challenges and impediments can entrepreneurs face in fostering creativity, and how can these obstacles be overcome ? 15
- 4. Explore the key elements of a well-conceived business plan, including executive summary, business description, marketing, operations, management, finances, critical-risk, and harvest strategy. 15
- 5. Explore the entrepreneur's search for capital, including the venture capital market, criteria for evaluating venture proposals and the different financing stages. 15

- 6. (a) Break down the components of developing a marketing plan, emphasizing customer analysis, geographical analysis, and sales forecasting. 5
- (b) Evaluate the role of informal risk capital, considering angel investors and government schemes like Startup India, Stand Up India, and Make in India. 10
- 7. What are the requirements and procedures for filing patents, trademarks, and copyrights, and how do they contribute to safeguarding business interests ? 15