

**THE C.E.S. COLLEGE OF ARTS & COMMERCE, CUNCOLIM, SALCETE - GOA**  
**S.Y.B.COM. III SEMESTER END EXAMINATION OCT / NOV 2018**

**SUBJECT: NEW VENTURE PLANNING**

**DATE:** 02/11/2018

**TIME:** 10.00 a.m. to 12.00 Noon

**MAXIMUM MARKS:** 80

**DURATION:** 2 Hour

- Instructions:**
1. All questions are compulsory.
  2. However internal choice is available.
  3. Figures to the right indicates marks.

**Q.1. Answer any Four of the following (16)**

- a) Write a short note on Intellectual Property.
- b) Explain Sole Proprietorship form of business.
- c) Explain Precautions to be taken while preparing Business Plan.
- d) What is Sales Forecasting?
- e) What is Business Plan?
- f) Merits of Franchising

**Q.2. Answer any Four of the following (16)**

- a) What are the benefits of preparing Business Plan?
- b) Write a short note on Patent.
- c) Explain Limited Liability Partnership.
- d) Elements of Business Plan.
- e) What are the merits of Acquiring Existing Venture?
- f) What is Venture Capital?

**Q.3. a) What is Marketing? What is Market Research? How to Develop a Marketing Plan?(12)**

**OR**

**b) State the meaning of Business Incubators and explain the facilities provided by Business Incubators. (12)**

**Q.4. a) Explain Pathways to New Venture for Entrepreneurs. (12)**

**OR**

**b) Enumerate the role of Creativity in Business. How an entrepreneur can develop his Creativity? (12)**

**Q.5. a) Which are the Sources of finance for the entrepreneur? (12)**

**OR**

**b) Briefly explain Venture Capital and which are the criteria for evaluating new Venture Proposal. (12)**

**Q.6. a) State the Sources through which a person can get innovative ideas and explain the Techniques for generating new idea? (12)**

**OR**

**b) Write a short note on Franchising and How a Franchise works. (12)**

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