

THE CES COLLEGE OF ARTS & COMMERCE, CUNCOLIM, SALCETE-GOA
S.Y B.COM IIIrd SEMESTER END EXAMINATION, OCT./NOV. 2019

SUB: NEW VENTURE PLANNING

DATE: 30/10/2019

TIME: 10.00 am to 12.00 Noon

DURATION: 2 HOURS

MAXIMUM MARKS: 80

INSTRUCTIONS:

- 1) All questions are **COMPULSORY**. However internal choices are available.
- 2) Figures to the right indicate marks for the respective question.

Q.1. Write a short note on the following (Any four) (4×4=16)

- a. Franchising
- b. Advantages of sole proprietorship
- c. Sources of generating new ideas
- d. Merits of acquiring existing venture
- e. Features of company form of organisation
- f. Contents of franchise agreement

Q.2. Write a short note on the following (Any four) (4×4=16)

- a. Venture capital
- b. Angel investor
- c. Business plan
- d. Business incubators
- e. Guidelines on preparation of business plan
- f. Criteria for evaluating venture capitalist

Q.3. (12)

- a. Describe in detail about working of franchise.

OR

- b. Enumerate the role of creativity in business.

Q.4. (12)

- a. What is partnership? Explain the merits & demerits of partnership.

OR

- b. Explain various stages involved in financing of new ventures.

Q.5. (12)

- a. Explain the various sources of financing the new venture.

OR

- b. Explain the criterion's used by venture capitalists to evaluate new venture proposal.

Q.6. (12)

- a. Describe the various elements to be included in business plan.

OR

- b. What is business plan? Explain the pitfalls to be avoided in preparation of business plan.