

[6227]-601

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

601 : NEW VENTURE CREATION AND STARTUPS
(2019 Pattern) (Semester - VI)

*Time : 2½ Hours]**[Max. Marks : 70**Instructions to the candidates:*

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

Q1) A) Multiple Choice Questions : **[5]**

- i) The Term 'Entrepreneur' is derived from the French word _____ meaning one who undertakes an activity.
 - a) Entreprendre
 - b) Entrenendre
 - c) Enterprise
 - d) Enthusiastic
- ii) _____ as a process of innovation and creation through the four dimensions of the individual, organization, environment and the process of collaboration with networks in government, education and institution.
 - a) Entrepreneur
 - b) Entrepreneurship
 - c) Start-ups
 - d) Business Setups
- iii) _____ are generally individuals or groups who provide capital from their personal assets to assist you with starting your business.
 - a) Venture Capitalists
 - b) Angel investors
 - c) Crowd Funding
 - d) Microloans
- iv) A Business where an individual is both the owner and conductor of the business affairs is called _____
 - a) Partnership
 - b) Corporation
 - c) Joint Venture
 - d) Sole Proprietorship
- v) EDP (Entrepreneurship Development Programs) is required to help
 - a) Existing entrepreneurs
 - b) First generation entrepreneurs
 - c) Future generation entrepreneurs
 - d) Current generation entrepreneurs

B) Match the Following : [5]

i) Kiran Mazumdar	a) Google
ii) Vani Kola	b) Apple Inc
iii) Sergey Brin	c) Kalaari Capital
iv) Steve Jobs	d) Falguni Nayar
v) Nykaa	E) Biocon limited

C) True or False [5]

- i) The Indian Government initiatives like “Start-Up India” and “Make in India” fostering entrepreneurship.
- ii) Microsoft word is the good social media platform for entrepreneurs.
- iii) DIC under the Directorate of Industries and commerce offers a subsidy loan scheme for young professionals under the guidance of the Ministry of Social justice and empowerment.
- iv) Entrepreneurs do a feasibility study for starting a new venture to see if there are possible barriers to success.
- v) An Individual who initiates, creates and manages a new business can be called A manager.

D) Define the Following Terms (any 5 out of 6) [5]

- i) Women Entrepreneur
- ii) Record Keeping
- iii) Idea Generation
- iv) Business Plan
- v) Brand Creation
- vi) New Venture Management

Q2) Answer the following questions (Attempt any 3 out of 5) [30]

- i) What is Strat-ups? Explain Entrepreneurial Decision Process.
- ii) Define New Venture Creations? Explain different Sources of capital for financing New Venture.
- iii) What is Business Opportunity? Explain different types and Essential requirements of Business Opportunity.
- iv) What is Feasibility Study? Explain the Tools for conducting a feasibility Study.
- v) What is KVIC? State its Objectives and Functions.

Q3) Short Notes (Attempt any 4 out of 6)

[20]

- i) Role and Functions of DICs
- ii) Project Report
- iii) Market Entry Strategies
- iv) Problems of Women Entrepreneurs in India
- v) Ethics and Social Responsibilities of Entrepreneurs
- vi) Entrepreneurial Traits.

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