

Total No. of Questions : 3]

SEAT No. :

PB-1976

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[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) Entrependre
 - 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

P.T.O.

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.

