

Total No. of Questions : 3]

SEAT No. :

PD1477

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[6442]-801

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

601: NEW VENTURE CREATION AND START-UPS

(Pattern 2019) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) Figuers to Indicate full marks.*

Q1) A) Multiple choice questions: [5]

- i) _____ is defined as “written and unwritten codes of principles and values that govern decisions and actions within a company.
a) Business Norms b) Business Values
c) Business Ethics d) Business Process
- ii) The term ‘Entrepreneur’ is derived from the French word _____ meaning one who undertakes an activity.
a) Entrependre b) Entrenendre
c) Entreprise d) Enthusiastic
- iii) _____ refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees.
a) Training b) Selection
c) Recruitment d) Record Keeping
- iv) _____ is an ISO 9001-2005 certified Government of India Enterprise under Ministry of Micro, Small and Medium Entreprises.
a) NSIC b) KVIC
c) SIDBI d) DIC
- v) Women who innovate, initiate or adopt a business activity is known as _____.
a) Women Business b) Women Entrepreneur
c) Women Idea d) Women Concept Business

P.T.O.

B) Match the following. [5]

- | | |
|-------------------|---|
| i) Falguni Nayar | a) Facilitating Industrial Infrastructure Development |
| ii) Sabina Chopra | b) Employment in rural region |
| iii) DIC | c) Setting up New Industries |
| iv) NIDC | d) Yatra.Com |
| v) SSIDC | e) Nykaa |

C) True or false [5]

- i) It treats an entrepreneur as an individual who bears the risk of operating a business in the face of uncertainty about the future condition.
- ii) Courage is not the Entrepreneurial traits of Women Entrepreneurs.
- iii) A Logo is a Design or Symbol that is created by an organization and identifies its offerings and Services.
- iv) Microsoft Word is the good of social media Platform for entrepreneurs.
- v) Project Report are an Structured way of communicating the project with stakeholders, clients and the project team.

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

- i) New Venture Management.
- ii) Feasibility Study.
- iii) E-Commerce.
- iv) Sole Proprietorship.
- v) Angel investors.
- vi) Crowd Funding.

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

- i) What is Entrepreneurship? Elaborate Entrepreneurship is becoming an increasingly popular career choice in today's world.
- ii) Define New Venture Creations? Explain different Sources of capital for financing New Venture.
- iii) What is record Keeping? Explain Importance and Ways to maintain good record keeping.
- iv) What is Branding? How to do branding of a new product?
- v) What is market entry Strategy? What are the various market entry Strategies?

Q3) Short Notes (Attempt any 4 out of 6) **[20]**

- i) Khadi and Village Industries Commission.
- ii) Business Plan.
- iii) Digital tools facilitating Marketing and Sales.
- iv) Startups
- v) Need for Women Entrepreneurs.
- vi) International Entrepreneurship Opportunities.

