

Total No. of Questions : 3]

SEAT No. :

PD1477

[Total No. of Pages : 3

[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) *Figures 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) Entreprendre 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 Enterprises.
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 carrier 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.

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