

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,  
NUVEM-GOA**

**SEMESTER END EXAMINATION, NOVEMBER 2022**

**Semester: III of B. Com**

**Course Name: New Venture Planning**

**Course Code: UCOS101**

**Total Marks: 80 marks**

**Date: 24/11/2022**

**Duration: 2 hours Pages: 01**

**Instructions:** 1. All questions are compulsory.  
2. Figures to the right indicate marks.

**Q1) Answer any four of the following questions:**

**(4x4= 16 marks)**

- a) Write a short note on 'Franchising'.
- b) Explain the benefits of bootstrapping.
- c) Explain the various stages of creativity.
- d) Differentiate between trademark and patents.
- e) Explain any four advantages of a company.
- f) Discuss any four characteristics of LLP.

**Q2) Answer any four of the following questions:**

**(4x4= 16 marks)**

- a) Explain the advantages of bank funding.
- b) Outline the advantages and disadvantages of angel investors.
- c) Write an overview on customer Analysis.
- d) Explain the concept of business plan.
- e) Write a note on 'Harvest strategies'.
- f) Explain any four pitfalls to avoid in a business plan.

**Q3)a) Elucidate the various techniques of generating new ideas.**

**(12 marks)**

**OR**

**b) Evaluate the various sources of new ideas.**

**(12 marks)**

**Q4)a) Determine the procedure for filing a patent.**

**(12 marks)**

**OR**

**b) Explain the advantages and disadvantages of sole proprietorship.**

**(12 marks)**

**Q5)a) Elaborate on the techniques of market research.**

**(12 marks)**

**OR**

**b) Examine the factors affecting pricing decisions.**

**(12 marks)**

**Q6)a) Elucidate the benefits of a business plan.**

**(12 marks)**

**OR**

**b) Elaborate on the various elements of a business plan.**

**(12 marks)**