

1058

M. Com. (Master of Entrepreneurship & Family Business)

4th Semester

FB-404A: New Enterprise Creation

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

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UNIT – I

- I. Write short notes on the following: -
- (a) Legal framework for the formation of the new enterprise
 - (b) Soft skills for establishment and management of new enterprises (8+8)
- II. How is the decision for setting up an enterprise taken? Why market analysis is important for an enterprise? (16)
- III. Describe the different types of diversification strategies that an enterprise can follow. (16)
- IV. Describe the methods that are commonly used for business opportunity selection and identification. (16)
- V. Write short notes on the following: -
- (a) Crises management in a new enterprise
 - (b) Enterprise planning (8+8)

UNIT – II

- VI. Write short notes on the following: -
- (a) Mentoring sessions with the entrepreneurs
 - (b) Innovative techniques for bold action (8+8)
- VII. What are the different strategies that an enterprise should follow to prepare it for competing in the new world economy? (16)
- VIII. Write short notes on the following: -
- (a) Tapping opportunities
 - (b) New age entrepreneurship (8+8)
- IX. What measures should an enterprise take to prepare it for facing problems and challenges from the environment and business competitors? (16)
- X. Explain the different steps that are useful for identifying new enterprise opportunities. (16)

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