

2054
M.Com. (Entrepreneurship and Family Business)
Fourth Semester
FB-404 A: New Enterprise Creation

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

x-x-x

UNIT - I

- I. What is a business opportunity? How does it evolve? How a business opportunity is identified? Discuss opportunity identification process in detail.
- II. Discuss in detail the contemporary legal framework in India which has started easing the formation and running of a business. What are the recent developments in this area?
- III. Write an essay on the role of centre and state government in creating an environment for setting new business in the economy.
- IV. 'Growth and diversification go hand in hand.' Discuss.
- V. What is crisis management? What are the prerequisites of crises management? Discuss the hindrances faced by a business in this regard?

UNIT- II

- VI. What are the challenges that budding entrepreneurs face from the environment and the established competitors? Suggest the ways to overcome such challenges.
- VII. Discuss the relevance of entrepreneurial mentoring sessions especially for new age entrepreneurs.
- VIII. What is innovation? How it is different from invention? Write a detailed note on customer based innovation.
- IX. What is meant by lean startup? What is lean startup methodology? Discuss lean startup principles in detail.
- X. What is business pitching? What are the components of a business pitch? What is the purpose of a business pitch?

x-x-x