

2072

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. How can scanning of business environment help in generating a new business idea. What are the various sources available for helping us in new venture idea generation?
- II. What do you mean by Enterprise Planning? Describe its importance in the successful establishment of a new venture in the present business scenario.
- III. Describe various soft skills required for establishment and management of a new venture successfully.
- IV. Describe various schemes of government for promoting new venture establishment by women entrepreneurs.
- V. What do you mean by sustained growth? Describe the various stages of growth of a business enterprise.

**UNIT - II**

- VI. Describe the problems and challenges faced by a new age entrepreneur.
- VII. What do you mean by competitor analysis? How it is important for the success of a new enterprise?
- VIII. Define innovation. Describe its types and importance for the success of an enterprise.
- IX. "Bold actions have special role to play for new age enterprises." Illustrate with suitable examples
- X. How has the world economic order influenced the success of the new age enterprises in India? Explain with suitable examples.

x-x-x