

2071

M.Com. (Master of 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.**x-x-x***UNIT – I**

- I. What are the objectives of creating a new enterprise? What are the steps involved in the process of creating a new enterprise? (16)
- II. What do you mean by opportunity selection and identification? Explain the approach you would follow for opportunity selection and identification. (16)
- III. Examine the significance of soft skills in establishment and management of a new enterprise? What are the sources of these skills? (16)
- IV. Write a note on the non-government machinery for setting up of a new enterprise? Examine the approach you would follow to obtain the assistance from non-government machinery for setting up of a new enterprise. (16)
- V. What do you mean by growth and diversification? What is its significance? Explain the approach you would follow for management of growth and diversification. (16)

**UNIT - II**

- VI. What are the challenges faced by new age entrepreneurship? Examine the approach you would follow to deal with these challenges. (16)
- VII. What do you mean by innovative techniques for bold action? Examine the significance of innovative techniques for bold action in the present times. (16)
- VIII. What do you mean by world economy? What are the challenges and opportunities brought forward by world economy? How would you deal with these challenges and opportunities? (16)
- IX. What are the main challenges from the environment for the new enterprises? How would you deal with these challenges? (16)
- X. What are the major problems faced by new enterprises in the present times? How would you deal with these problems? (16)

*x-x-x*