

**GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS,  
BORDA- MARGAO, GOA**

**B.COM ( III Semester) End Examination October, 2018**

**SEC 1: NEW VENTURE PLANNING**

**Time: 2 hours**

**Total marks: 80**

**Instructions:**

- i Attempt all question.*
- ii Figures to the right indicate full marks.*
- iii Answer sub questions in Q.1 and Q.2 not more than 100 words.*
- iv Answer Q.3 to Q.6 in not more than 400 words.*

**Q.1. Answer any four of the following:-**

**16**

- i. Innovation
- ii. Franchising
- iii. Copyrights
- iv. Opportunity Identification
- v. Partnership firm
- vi. Geographical Indication

**Q.2. Answer any four of the following:-**

**16**

- i. Business Incubators
- ii. Developing a well-conceived Business Plan
- iii. Venture Capital Market
- iv. Market Niche
- v. Angel Investors
- vi. Research Design and Development

**Q.3.A. Explain the various sources of Innovative Ideas.**

**12**

**OR**

**B. Explain the different techniques for generating Ideas.**

**12**

**Q.4.A. Explain the procedure to register a Patent.**

**12**

**OR**

**B. Explain a Joint Stock Company as a form of Business and its features.**

**12**

**Q.5.A .What is Informal Capital? Explain the advantages of Informal Capital.**

**12**

**OR**

**B. Explain the various stages of financing in Venture Capital.**

**12**

**Q.6.A.What is a Business Plan? Explain the merits of a Business Plan.**

**12**

**OR**

**B. Explain the various elements of a Business Plan.**

**12**