

**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS BORDA,
MARGAO GOA**

**B. Com. (Sem. III) SEMESTER END EXAMINATION, OCTOBER 2019
GEC 1: NEW VENTURE PLANNING**

Duration: 02 Hours

Total Marks: 80

INSTRUCTIONS: 1. Attempt all the questions

2. Figures to the right indicate full marks

3. Answer sub questions in Q.1. and Q.2. in not more than 100 words

4. Answer Q3. To Q6. In not more than 400 words

Q.1. Write short notes on any four of the following (4X4=16)

- i. Idea Generation
- ii. Angel Investors
- iii. Trademark
- iv. Innovation
- v. Market Niche
- vi. Market Research

Q.2. Answer any four of the following questions (4X4=16)

- i. Explain the role of Creativity
- ii. Explain the role of a Business plan
- iii. Features of Venture Capital
- iv. Explain Early Stage Financing in Venture Capital Funding
- v. Features of Sole proprietor
- vi. Write any four advantages of Franchising

Q.3.A. Explain Impediments to Creativity (12)

OR

B. Explain the various sources of innovative ideas. (12)

Q.4.A. Explain the procedure to register a Copyright.

OR

B. Explain the measures to overcome the pitfalls in a business plan. (12)

Q.5.A. Explain the methods of Venture Capital Financing

OR

B. Explain the alternate sources of financing for Entrepreneurs (12)

Q.6.A. Explain the different techniques for generating ideas (12)

OR

B. Explain the procedure for developing a Marketing plan. (12)
