



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2019

16UCO6MS03– NEW VENTURE CREATION

Date: 11-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A

(10x2=20)

Answer ALL the questions

1. Define 'Creativity'.
2. What is Project Identification?
3. What do you mean by Network analysis?
4. What is windows and corridors?
5. Define 'Venture Capital'
6. What is Patent?
7. Define 'Copyright'
8. What is Incubation?
9. What is Project report?
10. What do you mean by Startup eco system?

Part- B

Answer any FOUR questions

(4x10=40)

11. Explain the role and significance of innovation in entrepreneurship.
12. What is a startup? Explain different phases of startups.
13. Explain the process of project identification and selection.
14. What do you mean by idea generation? Explain different methods of idea generation.
15. What is service venture? Explain different success factors of service venture?
16. Explain different steps involved venture capital financing
17. What are the common errors in new venture creation? How would you overcome those errors?

Part-C

Answer any TWO questions

(2x20=40)

18. What is project report? Explain the contents of a project report.
19. Define product. Explain different steps involved in product development process.
20. What is patent? Explain different steps involved in obtaining patent.
21. Explain the four stage growth model of converting an idea in to a substantial enterprise.
