

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2022**

**16/17/18UCO6MS03 – NEW VENTURE CREATION**

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART - A**

**ANSWER ALL THE QUESTIONS:**

**(10 x 2 = 20 Marks)**

1. What is a focus group?
2. Define creativity
3. What is a project report?
4. What do you mean by network analysis?
5. What is copyright?
6. Define market research.
7. What is competitive analysis?
8. What is do you mean by business incubation
9. Define Start-up
10. What is debt financing?

**PART - B**

**ANSWER ANY FOUR QUESTIONS:**

**(4x 10 = 40 Marks)**

11. Explain the role of innovation in entrepreneurship
12. Elaborate on the elements of a feasibility plan.
13. Write a note on venture capital.
14. Explain the different contents of a project report.
15. What is a service venture? Enumerate the various success factors in a service venture.
16. Evaluate any two legal forms of business.
17. Explain the various components of a start-up ecosystem.

**PART - C**

**ANSWER ANY TWO QUESTION:**

**(2x 20 = 40 Marks)**

18. Evaluate the different methods of generating business idea.
19. Explain the different stages of product development in detail.
20. Explain the four-stage growth model of converting an idea into a substantial enterprise with relevant Examples.
21. Elaborate the different phases of Start-up development

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