

No. of Printed Pages : 8

Question Booklet Code

A

21COM4S3L/P

Question Booklet
Serial Number

M.Com. IV Semester (NEP) Degree Examination, October - 2023

COMMERCE

New Venture Planning and Development

Time : 1 Hour

Maximum Marks : 30

INSTRUCTIONS TO CANDIDATES

1. The Question Paper will be given in the form of a Question Booklet. There will be four/two versions of Question Booklets with Question Booklet Code viz. **A, B, C & D / A & B / A** only.
2. The Question Booklet Serial Number is printed on the top right margin of the facing sheet. If your Question Booklet is un-numbered, please get it replaced by new Question Booklet with same Code.
3. Immediately after the commencement of the examination, the candidate should check that the Question Booklet supplied to him contains all the 30 questions in serial order. The Question Booklet does not have unprinted or torn or missing pages and if so he/she should bring it to the notice of the Invigilator and get it replaced by a complete booklet with same Code. This is most important.
4. A blank sheet of paper is attached to the Question Booklet. This may be used for Rough Work.
5. **Please read carefully all the instructions on the top of the Answer Sheet before marking your answers.**
6. Each question is provided with four choices **(A), (B), (C)** and **(D)** having one correct answer. Choose the correct answer and darken the bubble corresponding to the question number using **Black Ball-Point Pen** in the OMR Answer Sheet.
7. No candidate will be allowed to leave the examination hall till the end of the session and without handing over his/her Answer Sheet to the Invigilator.
8. Strict compliance of instructions is essential. Any malpractice or attempt to commit any kind of malpractice in the Examination will result in the disqualification of the candidate.
9. First fifteen minutes is provided to fill the general information of the Student. Eg. Student Name, Student ID, etc. in the OMR Answer Sheet
10. Without the instruction of the Invigilator do not open the Question Paper Booklet Seal.

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1. Which one of the following best defines a new venture ?
 - (A) A business that has been operating for several year
 - (B) A business that is owned by a large corporation
 - (C) A business that is focused on providing services rather than products
 - (D) A business that is innovative and based on a new idea or concept

2. Which of the following is a characteristic of a successful new venture ?
 - (A) Lack of innovation and uniqueness
 - (B) Inability to adapt to changing market conditions
 - (C) Strong entrepreneurial leadership and vision
 - (D) Limited scalability and growth potential

3. What is the first step in the idea generation process ?
 - (A) Conducting market research
 - (B) Identifying a problem or opportunity
 - (C) Brainstorming and ideation sessions
 - (D) Developing a business plan

4. How can brainstorming sessions contribute to idea generation ?
 - (A) By limiting creativity and narrowing down options
 - (B) By encouraging open and free-flowing idea generation
 - (C) By providing detailed market analysis
 - (D) By conducting customer surveys

5. Which technique prompts you to ask questions and explore different ways to modify and improve existing ideas or concepts ?
 - (A) Random Word or Object Association
 - (B) Role-playing
 - (C) SCAMPER
 - (D) Brainstorming

6. Which technique involves assuming different roles or perspectives to generate ideas ?
 - (A) Role-playing
 - (B) Reverse Thinking
 - (C) Mind Mapping
 - (D) Observational Research



7. Which analysis considers the ability to generate a profit and sustain the venture in the long term ?
- (A) Feasibility analysis (B) Desirability analysis
(C) Viability analysis (D) Market analysis
8. What does SWOT analysis stand for in the context of new venture management ?
- (A) Strengths, Weaknesses, Opportunities, Threats
(B) Strategy, Workforce, Operations, Technology
(C) Sales, Marketing, Organization, Tactics
(D) Structure, Workflow, Objectives, Timelines
9. Which analysis assesses the fit between the idea and the existing resources, capabilities, and expertise of the venture ?
- (A) Feasibility analysis (B) Desirability analysis
(C) Viability analysis (D) Resource analysis
10. What is the purpose of measuring the Strategic performance of a new venture ?
- (A) To determine the profitability of the venture
(B) To assess the financial health of the venture
(C) To evaluate the effectiveness of the venture's strategies and actions
(D) To monitor the market share of the venture
11. In the Four Stage Growth Model, which stage involves rapid expansion and scaling up operations ?
- (A) Introduction (B) Growth
(C) Maturity (D) Decline/Revival
12. The value proposition model articulates :
- (A) The venture's revenue streams
(B) How the venture captures value
(C) The venture's unique value to customers
(D) The venture's target customers
13. Which of the following is NOT a component of a business model ?
- (A) Cost structure (B) Target customers
(C) Revenue streams (D) Competitive analysis

- 14.** What does opportunities analysis involve ?
- (A) Analyzing competitor Strategies
 - (B) Evaluating legal requirements
 - (C) Identifying gaps in the market
 - (D) Estimating revenue projections
- 15.** Which factor examines societal attitudes and lifestyle changes ?
- (A) Economic factors
 - (B) Social factors
 - (C) Technological factors
 - (D) Competitive factors
- 16.** What is a necessary document when seeking venture capital funding ?
- (A) Customer testimonials
 - (B) Social media posts
 - (C) Detailed business plan
 - (D) Personal autobiography
- 17.** Which Strategy focuses on maintaining market share and profitability ?
- (A) Market penetration
 - (B) Market expansion
 - (C) Product diversification
 - (D) Horizontal integration
- 18.** Market penetration involves :
- (A) Entering new markets
 - (B) Increasing sales in existing markets
 - (C) Acquiring competitors
 - (D) Expanding vertically in the value chain
- 19.** What does innovation involve ?
- (A) Maintaining the status quo
 - (B) Avoiding change
 - (C) Embracing new ideas and solutions
 - (D) Resisting progress
- 20.** Entrepreneurial ventures require individuals to :
- (A) Resist change and innovation
 - (B) Adapt and embrace new ideas
 - (C) Ignore market trends
 - (D) Avoid calculated risk



- 21.** Entrepreneurial behaviour involves :
- (A) Seeking opportunities and taking initiative
 - (B) Avoiding challenges and risks
 - (C) Preferring a fixed routine over flexibility
 - (D) Resisting change and innovation
- 22.** What is a new venture ?
- (A) An established business
 - (B) A nonprofit organization
 - (C) A unique business initiative
 - (D) A government agency
- 23.** An entrepreneur with strong social responsibility is likely to :
- (A) Ignore the impact of their business on the environment
 - (B) Focus exclusively on maximizing profits
 - (C) Minimize engagement with customers and employees
 - (D) Contribute to the well-being of the community and environment
- 24.** New venture development programs are designed to :
- (A) Discourage innovation and change
 - (B) Promote conformity and routine
 - (C) Support the creation and growth of new businesses
 - (D) Limit access to resources for startups
- 25.** Collaborative workspaces for startups aim to :
- (A) Foster a sense of community and shared resources
 - (B) Limit interaction between startups
 - (C) Provide individual office spaces
 - (D) Isolate startups from potential partners
- 26.** Technology adoption in startups can lead to :
- (A) Decreased operational efficiency
 - (B) Increased competitiveness and innovation
 - (C) Stagnation and lack of growth
 - (D) Ignoring customer needs



- 27.** What does the Random Word or Object Association technique involve ?
- (A) Generating ideas based on random words or objects
 - (B) Reversing the thought process to generate ideas
 - (C) Combining multiple ideas to create new concepts
 - (D) Observing people and environments to identify unmet needs
- 28.** The Lean Canvas model is primarily used for :
- (A) Creating a comprehensive business plan
 - (B) Developing detailed financial projections
 - (C) Quickly outlining key business components
 - (D) Generating customer testimonials
- 29.** The Lean Canvas model is especially helpful for :
- (A) Ignoring market trends
 - (B) Experienced entrepreneurs
 - (C) Businesses with ample resources
 - (D) Early-stage startups and quick idea validation
- 30.** Horizontal integration involves :
- (A) Scaling up operations within the same industry
 - (B) Diversifying products for different markets
 - (C) Acquiring or merging with competitors
 - (D) Expanding vertically in the value chain

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SPACE FOR ROUGH WORK



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