



**M.Com. IV Semester Degree Examination, Sept./Oct. - 2024**

**COMMERCE**

**New Venture Planning and Development  
(NEP)**

Time : 1 Hour

Maximum Marks :30

**Note :** Answer **all** the questions. Each question carries **one** mark.

1. Which of the following best defines innovation ?  
(A) A new method or idea introduced to improve efficiency  
(B) Copying successful practices from others  
(C) Maintaining the status quo in business practices  
(D) Expanding existing products without changes
2. What is the crucial role of new venture ?  
(A) Provide better service  
(B) Creating employment opportunity  
(C) Earning more profit  
(D) Attracting customers
3. Which of the following is NOT considered as a characteristic of an entrepreneur ?  
(A) Risk-taking  
(B) Creativity  
(C) Dependence on established processes  
(D) Visionary thinking
4. In the context of idea generation, what does “scamper” stand for ?  
(A) Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse  
(B) Seek, Combine, Analyze, Measure, Predict, Evaluate, Revise  
(C) Simplify, Compete, Adapt, Modify, Prepare, Evaluate, Reinvest  
(D) Survey, Combine, Apply, Measure, Plan, Examine, Review
5. What is a key indicator of feasibility for a new business idea ?  
(A) High level of customer interest  
(B) Strong financial projections  
(C) Availability of necessary technology and expertise  
(D) Alignment with personal passions and interests
6. Which of the following is not a characteristic of a new venture ?  
(A) Innovation  
(B) Risk taking  
(C) Entrepreneurial spirit  
(D) Earning more profit



7. \_\_\_\_\_ is the technique used to generate a wide range of ideas without judgement or limitations.
- (A) Mind mapping (B) Ideas screening  
(C) SWOT analysis (D) Brainstorming
8. Which of the following is not a step in measuring strategic performance of a new venture ?
- (A) Performance indicators  
(B) SWOT analysis  
(C) Continuous learning and improvement  
(D) Performance review
9. Which of the following factors are considered in the establishment and management of any venture ?
- (A) Innovation height adaptability  
(B) Monitoring and evaluation  
(C) Legal and regulatory compliance  
(D) All of the above
10. 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
11. In which stage of Greiner's model, do organizations typically experience a crisis of leadership ?
- (A) Creativity (B) Growth through direction  
(C) Growth through delegation (D) Growth through collaboration
12. Which of the following is NOT typically included in a value proposition ?
- (A) Customer pain points  
(B) Competitor analysis  
(C) Key benefits of the product or service  
(D) Target customer segments
13. \_\_\_\_\_ is a framework that outlines how a company creates, delivers, and Captures value.
- (A) Four Stage growth model (B) Lean Canvas model  
(C) Business model (D) Value proportion model
14. Which of the following is a key component of opportunity analysis ?
- (A) SWOT Analysis (B) Financial Forecasting  
(C) Market Segmentation (D) Competitive



15. Which of the following is not a strategy for promoting a venture ?  
(A) Social media marketing (B) Build professional website  
(C) PEST analysis (D) Email marketing
16. \_\_\_\_\_ helps to identify competitive advantages and areas for differentiation.  
(A) Competitor analysis (B) Market analysis  
(C) Trend analysis (D) None of the above
17. Which factor examines societal attitudes and Lifestyle changes ?  
(A) Economic factors (B) Social factors  
(C) Technological factors (D) Competitive factors
18. Which of the following strategies used for venture growth ?  
(A) Acquisition in mergers (B) Market analysis  
(C) Franchising or licensing (D) Both (A) and (B)
19. When managing strategic performance, what is the role of benchmarking for a new venture ?  
(A) To compare performance against industry standards  
(B) To measure internal process efficiency  
(C) To analyze customer feedback  
(D) To evaluate employee performance
20. What does the Economic factor in external environmental analysis typically include ?  
(A) Market trends and consumer preferences  
(B) Inflation rates and economic growth  
(C) Technological advancements and innovations  
(D) Government regulations and policies
21. Which of the following is NOT one of the key components of the Lean Business ?  
(A) Problem (B) Key Metrics  
(C) Revenue Streams (D) Financial Projections
22. \_\_\_\_\_ is the process of creating and implementing new ideas, products or Business models.  
(A) Innovation (B) Identification  
(C) Calculation (D) Memorisation
23. Innovation and Entrepreneurship offers :  
(A) Economic growth  
(B) Technological advancement  
(C) Wealth creation and prosperity  
(D) All of the above



24. Entrepreneurial behaviour and social responsibility are important to :
- (A) Ethical decision making
  - (B) Sustainable business practice
  - (C) Reduce competitive landscape
  - (D) Both (A) and (B)
25. Entrepreneurial behaviour includes :
- (A) Sympathy on employees
  - (B) Giving high salary
  - (C) Fair treatment of employees
  - (D) Implementing strict rules and regulations
26. New venture development programmes provide :
- (A) Mentorship, funding and networking opportunities
  - (B) Ideas, key resources and key matrix
  - (C) Opportunities, Human resource and funding
  - (D) Leadership, partnership and authority
27. The Lean Canvas model is primarily used for :
- (A) Creating a comprehensive business plan
  - (B) Developing detail financial projections
  - (C) Quickly outlining key business component
  - (D) Generating customer testimonials
28. Which of the following is a typical challenge faced by new ventures when managing strategic performance ?
- (A) Excessive regulation
  - (B) Overly mature markets
  - (C) Limited data for performance evaluation
  - (D) High employee turnover
29. What does the random word for object Association technique involve ?
- (A) Generating ideas based on random words or objects
  - (B) Reverse the thought process to generate ideas
  - (C) Combining multiple ideas to create a new concept
  - (D) Observing people and environments to identify unmet need
30. \_\_\_\_\_ focuses on optimising processes, resources and activities to ensure smooth and efficient operation within the start-up.
- (A) Innovation
  - (B) Technology management
  - (C) Operation management
  - (D) Financial management

