

2055

M.Com. (Entrepreneurship and Family Business)

Fourth Semester

FB-404 A: New Enterprise Creation

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry 16 marks.

x-x-x

### UNIT - I

1. What do you mean by environmental scanning? How does it help in recognizing and optimizing a business opportunity?
2. "Modern day business is handicapped without apt soft skill knowledge and application by entrepreneur." Discuss how soft skill efficiency is a prerequisite for establishment and management of a new enterprise.
3. In the contemporary context, discuss various initiatives taken and assistance lent by the Indian government for the new entrepreneurial development in India.
4. What do you mean by growth? What are the stages of growth? How does growth lead to diversification?
5. Discuss the legal framework for formation of new enterprise in India. Cite some latest developments in this regard too.

### UNIT - II

6. "Contemporary entrepreneurship has to overcome number of hurdles and obstacles posed by the environment to shine." Elaborate the statement .
7. Explain how innovation helps in competing in the new world economy.
8. "Tips from the veterans supplement the education in setting and running new enterprise." In the light of this statement, discuss how mentoring sessions aids the straters to identify and plan an enterprise.
9. What is business pitching? What are different types of business pitches? Discuss how a successful business pitching can be made?
10. What is lean startup methodology? How does it work? Cite valid examples.

x-x-x