

2056

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

- I. Explain the process of environment scanning in opportunity selection. How does it help in identifying viable business opportunities?
- II. Discuss the steps involved in selection and development of business opportunities. What factors should an entrepreneur consider before finalizing an opportunity?
- III. *"In the middle of difficulty lies opportunity."* – Discuss with reference to crisis management.
- IV. Explain the role of soft skills in the establishment and management of a new enterprise. How do leadership and communication skills influence business success?
- V. Discuss the legal framework for the formation of a new enterprise. What types of government and non-government assistance are available for new entrepreneurs?

UNIT - II

- VI. *"In today's world, change is the only constant."* – Comment with reference to competitive environment.
- VII. Explain how entrepreneurs can tap new opportunities in a dynamic and rapidly changing global economy.
- VIII. Discuss the importance of innovation and bold decision-making in modern entrepreneurship. Illustrate with suitable examples.
- IX. Explain the concept of creating value propositions. How does value innovation logic differ from conventional industry logic? Discuss with suitable examples.
- X. Explain the practical process of identifying and planning a new enterprise. What is the role of mentoring sessions with entrepreneurs in business development?

x-x-x