1. Answer the following questions.

Define Business Risk.

(Sem-3) SEC

1x5 = 5

Contd.

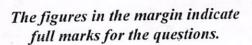
## 2024 COMMERCE

Paper Code: SEC030603

## (New Venture Planning)

Full Marks: 45

Time: 2 hours



	b.	At present patent is governed by the Patent (Ame	ndment) Act,
		(Fill in the blanks)	300
		(i) 2003 (ii) 2004 (iii) 2005 (iv) 2006	
	c.	What does SWOT stand for?	
	d.	Give an example of a financial resource for a new venture.	
	e.	Define public companies.	
2.	Ans	swer the following questions. (any five)	2x5=10
a. Write the meaning of Entrepreneurship.			
	b.	What do you mean by Intellectual property?	
	c.	What do you mean by Franchising?	
	d.	Write two objectives of sole Trade Business.	

- e. Who is nominal partner?
- f. Define the concept of promotion.
- g. Explain two advantages of joint stock company?
- h. What is public sector?
- i. What is overdraft?
- i. Define Market Research.
- 3. Answer the following questions. (Any Four)

5x4=20

- a. What are the different phases of a Business?
- b. Write a short note on "Entrepreneurial creativity".
- c. Define Entrepreneurship. Discuss its characteristics.
- d. State any three advantages and two disadvantages of a new venture.
- e. State various types of Franchisee Business.
- f. Define the concept of PPP. Discuss its features.
- g. State the major functions performed by Venture Capital.
- h. Distinguish between Marketing and Selling.
- 4. Answer the following questions (Any one)

10x1=10

- a. Define concept of Business plan. State the various benefits of a Business plan.
- b. Explain Various methods of sales forcasting.
- c. Define the concept of copyright. Discuss the procedure of filling application for obtaining copyright.
- d. Write the meaning of company. Differentiate between Public and Private Company.

\*\*\*\*