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(Sem-3) SEC

**2024**

**COMMERCE**

Paper Code : SEC030603

*(New Venture Planning)*

Full Marks : 45

Time : 2 hours



*The figures in the margin indicate  
full marks for the questions.*

1. Answer the following questions.

1x5=5

- a. Define Business Risk.
- b. At present patent is governed by the Patent (Amendment) Act,  
\_\_\_\_\_. (Fill in the blanks)  
(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. Answer 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.

Contd.

- 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?
- j. 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 forecasting.
- 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.

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