7. Give description of 7Ps of marketing highlighting the explanation of each P' and the type of decisions taken tinder the same. Support your answer with suitable examples.

8. Write short notes on **any two** :

(a) Demand forecasting in manpower planning

(b) Causes of failure of a business plan

(c) Objectives of HRM for a new enterprise

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 1064 **F**

Unique Paper Code : 6132401202

Name of the Paper : Entrepreneurship & New Venture Planning

Name of the Course : **B.A. (VS) Tourism Management**

Semester / Type : II / DSC

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. Part of the questions to be attempted together.
4. **All** questions carry equal marks.

1. "The nature of opportunities, the nature of entrepreneurs, and the nature of decision-making

framework within which the entrepreneur functions are very important aspects of entrepreneurship leading to consistent theories of entrepreneurship". In the light of this statement, critically evaluate any five theories related to entrepreneurship.

2. Explain the difference between a business idea and business plan. Explain the business planning process in detail and significance of a business plan.

3. Differentiate between an entrepreneur and an intrapreneur along with relevant examples from the business world. Also discuss the characteristics, benefits and limitations of an intrapreneur.

4. What do you understand by startup funding proposal? Discuss the various approaches to pitch a funding proposal and the contents of a sound funding proposal.

5. "Social impact entrepreneurship is the practice of using business models to address social and environmental problems". Explain social entrepreneurship and examine the crucial factors responsible for the emergence of social entrepreneurship in India. Also enumerate the challenges laced by social entrepreneurs.

6. Sanjiv was developing a business plan for his organization. While working on the plan he realised that his financial requirements will be for fixed assets and their installations, preliminary expenses, working capital, expenses on research and development and investment in short-term assets viz. raw material, level of cash. etc. To decide on the sources of funds for the venture, discuss the various long term and short-term capital as sources for new venture. What are the various ways in which long term capital can be raised?