(iii) Market Penetration

(iv) Initial Public Offerings

[This question paper contains 4 printed pages.]

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

Sr. No. of Question Paper : 3280 **I**

Unique Paper Code : 6134400007

Name of the Paper : Launching A New Venture

Name of the Course : **Generic Elective (Commerce)**

Semester : I (NEP)

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. All questions carry equal marks.

1. How can a feasibility study help in identifying potential risks in a business idea, and what methods can be used to mitigate these risks?

2. What are the key components of a feasibility study, and how do they help in assessing the viability of a business idea?

3. Define Creative Thinking. What techniques can individuals or teams use to enhance their creative thinking skills, and how do these techniques help in generating innovative ideas?

4. Finding the market's gaps is one technique to uncover untapped opportunities. Think of typical issues people have or how a present process may be improved. Are there any opportunities for a business idea to address this inefficiency?

5. How does the ability to raise capital vary between a sole proprietorship and a partnership, and how can this affect each business's growth potential?

6. Copyright infringement has grown in frequency alongside the proliferation of digital media. What safeguards are in place to prevent unauthorized access to digital content, and what challenges does it provide to enforce these safeguards online?

7. What part does trust play in creating cohesive teams, and how can team leaders help members develop trust?

8. Write a note on any three of the following:

   (i) Self-Funding

   (ii) Business Incubators