

Roll. No. ....

**S. No. of Question Paper :**

**Unique Paper Code : 62414333**

**Name of the Paper : Feasibility Study and Business Plan**

**Name of the Course : B.A. (Programme) E.S.B.**

**Semester : III**

**Duration : 3 Hours**

**Maximum Marks : 75**

*NOTE:- Answers may be written either in English or Hindi; but the same medium should be used throughout the paper*

*Attempt any 4 questions*

*All questions carry equal marks.*

1. What is the purpose of the business plan if the audience is (a) the entrepreneur (b) investor? Should there be a uniform business plan to serve both of them or should a different plan be adapted for each of them? Give reasons in support of your answer.
2. You have to choose between taking a franchisee and starting a BPO firm. What questions would you ask yourself before making the decision? What will be your final answer and why?
3. Citing suitable examples, discuss the role of creativity and innovation in the economic development of a nation.
4. You want to take a loan for your new start-up for the manufacturing of home disinfectants, for which you need to prepare a project report to be submitted to the bank manager. Prepare a sample project report with all the required contents so as to enable you to get the manager's approval.
5. You and your friend decide to start a new business. After discussion with friends and family, you get 3 business ideas. On what grounds would you evaluate them and decide on one?

6. What do you understand by Situation Analysis? Is it same as SWOT Analysis? Prepare a detailed SWOT analysis for a start-up for the manufacture of designer masks.