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- (b) Explore alternative sources of funding such as venture capital, angel investment, and crowd funding. Highlight their advantages and disadvantages. (5)

[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7534

Unique Paper Code : 61015917

Name of the Paper : Generic Elective –
Entrepreneurship & New
Venture Creation

Name of the Course : **Bachelor of Management
Studies (BMS), 2023
(LOCF)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75



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. (a) As a professional swimmer, Vimal made a habit of having an energy drink every day after training. The drink tasted bad but it gave him energy, so he kept drinking it. After graduating from University of Delhi, Vimal began studying the energy drink market and recognized the opportunity for a drink that tasted good and was not high on sugar and caffeine. The 21-year old took a family recipe and added the necessary ingredients to formulate an energy drink. Now he plans to start a business venture of energy drinks. Vimal has assessed his idea and wants to scrutinise it further through a feasibility analysis.
- (a) What elements should Vimal work on to build a successful business model to be competent in the Indian Market? (10)
- (b) Perform financial and market feasibility of the proposed business venture. (5)

- (b) Describe the components of a comprehensive business plan and why it is essential for success of a start-up. (5)
5. (a) Compare and contrast different forms of ownership for new ventures: sole proprietorship, partnership, limited liability partnership, and corporation. Discuss the advantages and disadvantages of each. (10)
- (b) Define and elaborate on corporate entrepreneurship and its role in fostering innovation within established organizations. (5)
6. (a) Evaluate traditional sources of financing for entrepreneurial ventures as it has been reported that modern and alternative source of finance are used more by new start-ups. Discuss the role of commercial banks in supporting new businesses. (10)

2. Case Study: The GreenTech Innovators

Imagine a group of college friends, Alex, Sarah, and Chris, who share a common passion for sustainability and environmental conservation. They decide to start a company called "GreenTech Innovators" with a mission to develop and market innovative, eco-friendly products and solutions. They believe that by combining entrepreneurship and creativity, they can make a significant impact on environmental issues.

Background:

Alex, Sarah, and Chris come from diverse academic backgrounds, with expertise in environmental science, engineering, and marketing. They have identified several potential product ideas, including a solar-powered water purification device, a sustainable packaging solution, and an energy-efficient home automation system.

The team has brainstormed various product ideas but is unsure which one to pursue. They are also concerned about market demand and competition for each product. Discuss how GreenTech Innovators can systematically recognize opportunities, evaluate market potential, and generate innovative ideas. (15)

3. (a) John Kao's Model is one of the important models in Entrepreneurship and its relevance in today's business landscape is well accepted. Do you agree? Give reasons for your answer. (8)

(b) Discuss the various types of entrepreneurship and their significance in the context of innovation. (7)

4. (a) Franchising mode of entering into business is better than starting your own venture. Do you agree with the statement? Explain your answer by giving reasons. Provide a franchise evaluation checklist. (10)