GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS, 
BORDA- MARGAO, GOA 
B.COM (III Semester) End Examination October, 2018 
SEC 1: NEW VENTURE PLANNING 

Time: 2 hours 
Total marks: 80

Instructions: 
i. Attempt all question.
ii. Figures to the right indicate full marks.
iii. Answer sub-questions in Q. 1 and Q. 2 not more than 100 words.
iv. Answer Q. 3 to Q. 6 in not more than 400 words.

Q.1. Answer any four of the following: 16
   i. Innovation
   ii. Franchising
   iii. Copyrights
   iv. Opportunity Identification
   v. Partnership firm
   vi. Geographical Indication

Q.2. Answer any four of the following: 16
   i. Business Incubators
   ii. Developing a well-conceived Business Plan
   iii. Venture Capital Market
   iv. Market Niche
   v. Angel Investors
   vi. Research Design and Development

Q.3.A. Explain the various sources of Innovative Ideas. OR
   B. Explain the different techniques for generating Ideas. 12

Q.4.A. Explain the procedure to register a Patent. OR
   B. Explain a Joint Stock Company as a form of Business and its features. 12

Q.5.A. What is Informal Capital? Explain the advantages of Informal Capital. OR
   B. Explain the various stages of financing in Venture Capital. 12

Q.6.A. What is a Business Plan? Explain the merits of a Business Plan. OR
   B. Explain the various elements of a Business Plan. 12