

Reg. No.

--	--	--	--	--	--	--	--	--	--

II Semester M.Com. Degree Examination, November - 2022

COMMERCE

Venture Creation and Development

(CBCS New Scheme)

Paper : 2.5

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Seven Questions out of Ten. Each question carries Two marks. (7×2=14)

1. a) What do you mean by start-up and stand-up programme.
- b) What is entrepreneurial motivation?
- c) Explain qualities of good leadership.
- d) What is entrepreneurial training?
- e) What is trade mark?
- f) What are the barriers of entrepreneurship?
- g) What do you mean by small and medium enterprises?
- h) Define EDP.
- i) What is a copy right?
- j) Mention Any 4 types of entrepreneurs?

SECTION - B

Answer any Four Questions out of Six. Each Question Carries Five Marks.

(4×5=20)

2. Distinguish between manager and entrepreneur.
3. Explain the components of entrepreneurial development programme.
4. Explain various financing stages for venture capital.
5. Describe the various sources of innovative idea.
6. Explain the elements of business plan.
7. Write a note on starts ups in India.

**SECTION - C**

Answer any Two Questions out of Four Each question carries Twelve Marks.

(2×12=24)

8. Bring out the role of entrepreneur for economic development in India.
9. Discuss the various opportunities and challenges in international entrepreneurship.
10. Critically examine the various sources of financing for Indian entrepreneurs.
11. Discuss the challenges in Indian market for venture and franchisees.

SECTION - D

Answer the following Question (Compulsory question)

(1×12=12)

12. Sachin and Amruth are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Amruth fund raising was a serious handicap for mass production. However, the first trial batch of mushroom that they produced was bought by star hotel in Bangalore. Further the hotel placed orders for supply of 20kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Amruth. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Amruth have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushroom have a great market potential and is a perishable food.

QUESTIONS:

1. How will you advise Sachin and Amruth, as how to increase the consumer awareness about this new food?
 2. What would be your suggestion for distribution channel for mushroom?
-