

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E02613

Course Code : 24USBA32/24USSL32

UG Degree - End Semester Examinations, April 2026

Third Semester

B.B.A/ B.B.A., Shipping and Logistics

New Venture Management

(For those who joined in July 2024 onwards)

Time: 3Hours

Maximum: 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

CO:1 1. Entrepreneurship mainly refers to_____

K:1

(a) Managing a government office

(b) Buying goods for resale

(c) Working as an employee

(d) Starting and managing a new business venture

CO:1 2. Which of the following is a source of innovation in business?

K:2

(a) Routine clerical work

(b) Fixed salary system

(c) Market changes and new technology

(d) Strict supervision

CO:2 3. Recognizing business opportunities involves _____

K:1

(a) Ignoring customer needs

(b) Avoiding risks completely

(c) Copying competitors blindly

(d) Identifying gaps in the market

CO:2 4. Buying an existing firm is considered as _____

K:2

(a) Internal growth

(b) Entry strategy

(c) Exit strategy

(d) Social service

CO:3 5. Financial feasibility analysis mainly examines_____

K:1

(a) Profitability and financial strength

(b) Employee attendance

(c) Office location color

(d) Brand logo design

- CO:3 6. Competitor analysis helps an entrepreneur to_____
- K:2 (a) Reduce product quality (b) Understand market competition
- (c) Avoid customers (d) Increase expenses
- CO:4 7. Corporate entrepreneurship refers to_____
- K:1 (a) Government business (b) Innovation within an existing organization
- (c) Closing a company (d) Foreign trade only
- CO:4 8. Leadership in a new venture is important because it_____
- K:2 (a) Creates confusion (b) Guides and motivates the team
- (c) Reduces productivity (d) Avoids responsibility
- CO:5 9. Traditional sources of finance include_____
- K:1 (a) Bank loans (b) Social media
- (c) Advertising (d) Packaging
- CO:5 10. MSMEs are mainly supported to_____
- K:2 (a) Increase unemployment (b) Promote small and medium enterprises
- (c) Close industries (d) Reduce innovation

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Define entrepreneurship and Examine its importance in
- K:3 economic development.

(OR)

- (b) Identify the difference between creativity and innovation.

- CO:2 12. (a) What is opportunity recognition? List its importance.

K:4 **(OR)**

- (b) Analyze the different entry strategies for starting a business.

- CO:3 13. (a) Define feasibility analysis. Mention its types.

K:4 **(OR)**

- (b) Explain the importance of industry and competitor analysis.

CO:4 14. (a) Identify What are the ethical and legal foundations required
K:3 for a new venture?

(OR)

(b) Assess the importance of leadership in building a new venture team.

CO:5 15. (a) List the traditional sources of financing for a new venture.

K:4

(OR)

(b) Examine the concept of valuation of a new company.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Discuss the sources of innovation in business with suitable
K:6 examples.

(OR)

(b) Explain how organizations can manage and promote creativity and innovation.

CO:2 17. (a) Assess the process of generating and screening business
K:5 ideas.

(OR)

(b) Compare franchising and buying an existing firm as entry strategies.

CO:3 18. (a) Discuss marketing, technical and financial feasibility analysis
K:6 in detail.

(OR)

(b) Estimate how financial strength and viability of a new venture are assessed.

CO:4 19. (a) Analyze the process of building an effective new venture
K:4 team.

(OR)

(b) Distinguish between corporate entrepreneurship and social entrepreneurship with examples.

CO:5 20. (a) Assess alternative sources of funding available for start-ups
and MSMEs.

- (b) Explain the rules and regulations governing financial support institutions for new ventures.