

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code:26E00425

Course Code: 25USCO23

UG Degree - End Semester Examinations, April 2026

Second Semester

B.COM

New Venture Planning and Development

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

CO:1 1. The first step in starting a new venture is

- K:1
- | | |
|--------------------------------|-----------------|
| (a) Marketing | (b) Financing |
| (c) Opportunity identification | (d) Recruitment |

CO:1 2. Creativity can be developed through

- K:1
- | | |
|--------------------------------|----------------------|
| (a) Training | (b) Practice |
| (c) Exposure to new experience | (d) All of the above |

CO:2 3. The duration of a patent in India is

- K:2
- | | |
|--------------|--------------|
| (a) 10 years | (b) 15 years |
| (c) 20 years | (d) 25 years |

CO:2 4. Intellectual property rights provide

- K:2
- | | |
|-------------------------|---|
| (a) Physical protection | (b) Legal protection for creation of mind |
| (c) Tax benefits | (d) Financial grants |

CO:3 5. Venture capitalized expect

- K:3
- | | |
|--------------------|------------------|
| (a) Fixed interest | (b) High returns |
| (c) Donations | (d) No risk |

CO:3 6. Angel investors are

- K:3
- | | |
|-------------------------|------------------------|
| (a) Government officers | (b) Commercial bankers |
| (c) Wealthy individuals | (d) Auditors |

investing in startups

- CO:4 7. Linguistic analysis is related to
K:4 (a) Market demand (b) Language and communication
(c) Pricing strategies (d) Distribution channels
- CO:4 8. Pricing decisions should consider
K:4 (a) Cost and demand (b) Competitors
(c) Profit objectives (d) All of the above
- CO:5 9. A business plan is here
K:5 (a) Legal document only (b) Blueprint for business success
(c) Tax statement (d) Audit report
- CO:5 10. Harvest strategy is related to
K:5 (a) Agricultural output (b) Exit from business
(c) Production planning (d) Pricing decision.

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) What are the sources of innovative ideas?

K:1 **(OR)**

- (b) What does the franchisee work?

- CO:2 12. (a) Distinguish between trademarks and copyrights.

K:2 **(OR)**

- (b) Briefly explain different forms of business organization.

- CO:3 13. (a) Explain the stages of venture capital financing.

K:3 **(OR)**

- (b) What is angel investment?

- CO:4 14. (a) Discuss sales analysis.

K:4 **(OR)**

- (b) Explain different types of pricing.

- CO:5 15. (a) What are the benefits of a business plan?

K:5 **(OR)**

- (b) Explain the milestone schedule.

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) Explain in details the process of starting a new venture.

K:1 **(OR)**

(b) Explain the advantages and disadvantages of acquiring an established venture.

CO:2 17. (a) Explain the importance of intellectual property rights.

K:2 **(OR)**

(b) Discuss various legal acts governing business in India.

CO:3 18. (a) Define venture capital and state its features.

K:3 **(OR)**

(b) Describe government schemes supporting new ventures.

CO:4 19. (a) Explain geographical, economic and linguistic analysis in detail.

K:4

(OR)

(b) Explain factors influencing pricing decisions.

CO:5 20. (a) Explain the importance of business plan.

K:5 **(OR)**

(b) Explain the preparation of business plan for new ventures.