



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Venture Ideation

Semester: 5th

Program: BBA- FBE

Course Code: UCIE-3006

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the questions.		CO1
	<ol style="list-style-type: none">1. The most essential role of the executive summary in the business plan is to<ol style="list-style-type: none">a. Describes the company's goals in detailb. Explain the business plan's objectives in detailc. Identify the means by which company performance will be measuredd. Attract investors2. An entrepreneur who starts a business without external funding is utilizing a technique referred to as<ol style="list-style-type: none">a. networkingb. capitalizingc. prospectingd. bootstrapping3. Which could provide an individual with the motivation to start a new business venture?<ol style="list-style-type: none">A. The financial rewards.B. A desire to be independent.C. Risk takingD. All the above.4. A new venture's business plan is important because,<ol style="list-style-type: none">A. It helps to persuade others to commit funding to the venture.B. Can help demonstrate the viability of the venture.C. Provides a guide for business activities by defining objectives.D. All the above.		

	<p>5. Large investment is made in fixed assets, the project will be termed as.</p> <p>A. Capital Intensive. B. Labour Intensive. C. Product Intensive. D. Market Intensive.</p> <p>6. A provisional SSI registration certificate is valid for a period of</p> <p>A. four Years. B. three Years. C. two Years. D. one year.</p> <p>7. An entrepreneur who owns more than one business at a time is called.</p> <p>A. an intrapreneur. B. a corporate entrepreneur. C. a portfolio entrepreneur. D. None of the above.</p> <p>8. District Industries Centers are located</p> <p>A. in each district. B. in each state. C. only in selected districts. D. only in selected states.</p> <p>9. Seed capital assistance</p> <p>A. a long-term assistance. B. initial assistance C. a help for the purchase of seeds. D. a short-term assistance.</p> <p>10. Entrepreneurship can best be described as</p> <p>A. a process that requires setting up a business. B. taking a significant risk in a business context. C. having a strong vision. D. a process involving innovation, new products or services, and value creation.</p>		
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SECTION B
4Qx5M= 20 Marks

Q 2	Attempt all questions. Each Question to be answered shortly.		CO4
	<p>1. State any 5 key characteristics of an Entrepreneur</p> <p>2. Mention the recent categorization of MSME firms, according to investment in plant and machinery or turnover.</p>		

	3. Define a business plan and highlight its importance. 4. Mention any 5 sources of funds for an Entrepreneur.		
SECTION-C 3Qx10M=30 Marks			
Q 3	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one.		CO5
	1. What do you mean by Market Research? How is it essential for any venture to take decisions? 2. Discuss the role and importance of Small-Scale Enterprises in India 3. A. What are the advantages of Subsidy and Loans to Entrepreneurs? OR B. Who are Angel Investors? State any four features of Angel Investors.		
SECTION-D 2Qx15M= 30 Marks			
Q 4	Following are 2 Questions, out of which 1 Question is compulsory and 1 Question has internal choice to attempt any one		CO2
	1. What is a SSI? Discuss the process of registration of SSI. OR What is a 'Business Plan'? Mention the various elements of any business plan. State any one importance of writing a business plan for each of the given interest groups: i. Investors ii. Entrepreneur 2. "SWOT analysis is an excellent market analysis tool used by new and existing enterprises". As per your own knowledge, draw a SWOT analysis grid for either of the following companies a. SWIGGY b. Coca-Cola		