Printed Page:-4 **Subject Code:- CMBIE0219**

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (IEV)

SEM: II - THEORY EXAMINATION (2025 - 2026)

Subject: New Venture Establishment & Management

Time: 3 Hours **Max. Marks: 100**

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. *This Question paper comprises of* ***three Sections -A, B, & C.*** *It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*

2. *Maximum marks for each question are indicated on right -hand side of each question.*

3. *Illustrate your answers with neat sketches wherever necessary.*

4. *Assume suitable data if necessary.*

5. *Preferably, write the answers in sequential order.*

6. *No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

<u>SECTION-A</u> 20

1. Attempt all parts:-

(1.1) Stimulating creativity requires: (CO1, K1) 1

- (a) Freedom
- (b) Motivation
- (c) Resources
- (d) All of these

(1.2) Managing creativity requires: (CO1, K1) 1

- (a) Strict control
- (b) Flexible environment
- (c) Random output
- (d) Delay

(1.3) Brainstorming is mainly used for: (CO2, K1) 1

- (a) Financial analysis
- (b) Generating multiple ideas
- (c) Performance evaluation
- (d) Cost reduction

(1.4) Financial feasibility determines: (CO2, K2) 1

- (a) Employee requirements
- (b) Supplier availability
- (c) Profitability and funding needs
- (d) Customer satisfaction

(1.5) A trademark protects: (CO3, K1) 1

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(a) Technology
(b) Brand identity
(c) Process
(d) Product design

(1.6) Partnership requires: (CO3, K2) 1

(a) Agreement between partners
(b) Registration only
(c) License only
(d) Tax filing

(1.7) Venture capitalists expect: (CO4, K1) 1

(a) Fixed interest
(b) High returns with risk
(c) Low returns
(d) Government support

(1.8) Equity financing means: (CO4, K2) 1

(a) Ownership sharing
(b) Loan repayment
(c) Fixed interest
(d) Cost reduction

(1.9) Scaling in new venture means: (CO5, K2) 1

(a) Reducing production
(b) Increasing workforce
(c) Increasing output without proportional cost
(d) Random expansion

(1.10) Market competition leads to: (CO5, K2) 1

(a) Innovation
(b) Pressure
(c) Growth
(d) Both innovation and pressure

2. Attempt all parts:-

(2.1) Differentiate between entrepreneur and manager. (CO1, K4) 2

(2.2) Explain technical feasibility for new venture. (CO2, K2) 2

(2.3) State types of intellectual property that can be used by an entrepreneur to protect the new venture. (CO3, K1) 2

(2.4) Describe the ROI concept in context of new venture creation. (CO4, K2) 2

(2.5) Discuss the role of IPO in venture creation. What is the impact it creates in scaling the business? (CO5, K2) 2

SECTION-B 30

Answer any <u>one</u> of the following:-

(3.1) Compare entrepreneur and manager with examples. (CO1, K4) 6

(3.2) Explain incremental and radical innovation with examples. (CO1, K2) 6

Answer any one of the following:-

(3.3) Describe Porter's Five Forces in industry analysis. (CO2, K2) 6

(3.4) Explain the difference between opportunity analysis and feasibility analysis. (CO2, K2) 6

Answer any one of the following:-

(3.5) Sketch the process of business registration for a new venture in detail. (CO3, K3) 6

(3.6) List the advantages of LLP form of ownership that can be opted by a new venture. State its advantages. (CO3, K1) 6

Answer any one of the following:-

(3.7) Discuss the importance of venture capital funding for new ventures. What are the benefits it has for the founder and the investor. (CO4, K2) 6

(3.8) Explain crowdfunding as a source of finance option available for startups. What are the benefits it has for venture? (CO4, K2) 6

Answer any one of the following:-

(3.9) Explain in detail the acquisition and merger strategies that a venture can go for. (CO5, K2) 6

(3.10) Explain turnaround strategies for ventures and what role they play in the success of enterprise. (CO5, K2) 6

SECTION-C 50

4. Answer any one of the following:-

(4.1) Interpret relationship between creativity and innovation. (CO1, K3) 10

(4.2) Analyze barriers to creativity. What are the measures to cope up with this challenge? (CO1, K4) 10

5. Answer any one of the following:-

(5.1) A startup estimates fixed cost ₹2,00,000, selling price ₹100 per unit and variable cost ₹60. Calculate the break-even point and interpret. (CO2, K3) 10

(5.2) Develop a framework for evaluating a new business idea. (CO2, K6) 10

6. Answer any one of the following:-

(6.1) Analyze role of trademark in brand building. (CO3, K4) 10

(6.2) Evaluate choice of business structure that is available for a new venture. (CO3, K5) 10

7. Answer any one of the following:-

(7.1) Evaluate debt vs equity financing. Which is better for a new venture? (CO4, K5) 10

(7.2) Describe the cash flow management techniques used bu new ventures. Also list the measures a new business should take to have effective cash flow management. (CO4, K2) 10

8. Answer any one of the following:-

(8.1) Evaluate diversification strategy that can be chosen by ventures. Support with examples. (CO5, K5) 10

(8.2) Discuss the reasons of failure of new business. What are the strategies for recovery? 10

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(CO5, K2)