

<b>Enroll No</b>

K. E. Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**

<b>Q. P. Code</b>
UT338

(An Autonomous Institute, affiliated to SUK)

**Unit Test I**  
**(Odd Semester 2022-23)**

**Class: S. Y. MBA IEV Semester III**

**Course Code: MIV1061**

**Course Name: New Venture Establishment & Management**

**Date: 28/04/2023 Time: 10:30 am to 11:30 am**

**Max Marks: 25**

**Instructions:** 1) All questions are compulsory

2) Figures to the right indicate maximum marks

Q. No.	Question Statement	Marks	CO. No.
Q.1	Discuss the concept new venture. Explain the advantages and disadvantages of starting a new venture.	8	CO1
Q.2	Analyze the reasons of new venture failure in detail.	7	CO1
Q.3	Suppose you are working on your business idea and planning for a new venture creation. Elaborate marketing analysis with suitable example for your business.	10	CO2

