

K. E. Society's

Rajarambapu Institute of Technology, Rajaramnagar

Q. P. Code

Enroll No

(An Autonomous Institute, affiliated to SUK)

UT338

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 |

