Paper Code: NGE5706

School of Management, BBD University

Program: BBA Sem: III

Second Sessional Test Paper Odd Sem (2024-25)

Subject: New Venture Planning and Development

Time: 60 Minutes Max. Marks: 30

## SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: [5*1 = 5]

f) What is new venture?
g) Define marketing.
h) What do you understand by market research?
i) Define sales forecasting.
j) Differentiate between market share and sales analysis.

## SECTION-B

Q.No.2. Attempt *any Two* of the following: [7.5*2 = 15]

e) What are the nature and scope of the accurate business plan?
f) What is the role and responsibilities of the financial institutions before financing a new ventures?
g) What do you understand by pricing? Explain the role of pricing decisions before manufacturing any product.
h) What are the 5 good marketing insights before new venture development?

## SECTION-C

Q. No. 3. Attempt any *One of* the following: [10*1 = 10]

d) What do you understand by the management finance system? Explain wit example.
e) What is the role and elements of a good marketing research befor establishing a new venture?
f) Write short notes on:
Linguistic analysis
Role of geographical analysis in customer retention strategy
Harvest strategy
Operations management