# Entrepreneurship and venture capital management

# December 2021 Examination

# Q 1. Ruma is a final year hotel management student, who is very much interested in starting her own business of bakery. Home baking is the trend now so she wants to start from a small business and then in future expand it. She is thinking of taking bank loan and has approached you for advice. What would you advise her? (10 Marks)

# Introduction

Specifically designed for a company's needs, business loans are designed to meet the financial needs of the company. It's important to know that different types of loans can result in the development of a debt that is normally repaid with interest and that also pertains to a specific reason. The traditional option for any enterprise of any development stage has been to look for a loan at their very own bank - but there are presently a great number of lenders to choose from Its Half solved only

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# Q 2. Explain in detail business canvas model for a business idea of your own. (10 marks)

# Introduction

Business models (or business models of any kind) are conceptual tools that help to quickly define and communicate the kinds of business ideas or concepts. This is a one-page report that lists the most important factors of a business or product and structures the information so that it makes sense. It is generally accepted that a business model can be described, visualized, evaluated, and amended as part of a common language. It defines how an organization produces,

# Q 3. Arav and Maya are going to start a business which is basically a PR firm which helps different organizations to create brand image and communicate to public to attract customers to those organization.

# a. What kind of innovation they should select so that they can be one of the most chosen brands of all others? (5 Marks)

# b. Do you think M/s XYZ can expand their business by using the franchise model? What will you advice the company? (5 Marks)

# Introduction

The discipline of public relations (PR) is an area in which organizations, companies, and individuals communicate with each other. It is the objective of PR agencies to provide their clients with communication of people, research, and the use of modern technology in order to

**B)**

 M/S XYZ can expand their business using the franchise model because A franchise is a shape of the company run via someone called a franchisee, using a franchisor's trademark, brand, and business strategy. In this business model, the company proprietor (a franchisor) and the man or