**Entrepreneurship and Venture Capital Management**

**December 2023 Examination**

**Q1. "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients." Explain. (10 Marks)**

**Ans ;**

**Introduction**

In the business world, a company's success is often measured by its profitability and ability to satisfy its clients. However, a growing perspective indicates that prioritizing employees is critical to achieving client pride and business success. The assertion "clients do no longer come first. Personnel come first. if you contend with your employees, they'll cope with the clients" embodies this philosophy. This essay delves into the cause behind this concept and its application within the modern business landscape.

**Concept & Application**

**Understanding the Concept**

The concept that employees need to be a company's primary recognition stems from the understanding that a corporation is essentially a collective effort of its workforce. Employees are the driving pressure behind an enterprise. They layout, produce, market, and deliver

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**Q2. Kritika is a final year hotel management student, who is very much interested in starting her own business of bakery. She is thinking of taking a loan and has approached you for advice. What would you advise her? (10 Marks)**

**Ans :**

**Introduction**

Kritika, the route you're considering of venturing into entrepreneurship with a bakery business is exciting and promising. Starting your bakery may be rewarding, blending your ardour for baking with the possibility of creating a hit business. But, this route also requires careful planning, monetary considerations, and strategic decisions to ensure long-term success and sustainability. One of the essential steps in initiating this kind of project is securing the right financing and considering a loan a viable choice. This recommendation will speak to diverse aspects of starting a bakery business and provide insights on obtaining a loan

**Q3. Vicky, Charvi and Anjli 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. Vicky and Charvi is of opinion that they should form it as a private limited company and Anjli feels it should be LLP.**

**A) How do Vicky and Charvi justify formation of private limited company? (5 Marks)**

**Ans :**

**Introduction:**

Vicky, Charvi, and Anjli, aspiring entrepreneurs aiming to establish a public relations (PR) firm, stand at a crucial crossroads regarding the legal framework of their employer. The two prominent options they are considering are a personal confined company and a limited liability Partnership (LLP). This essay delves into the purpose behind Vicky and Charvi's inclination toward forming a unique restricted company, highlighting its governance, legal

**B) How do Anjli justify formation of LLP? (5 Marks)**

**Ans ;**

**Introduction:**

Anjli believes that a limited liability Partnership (LLP) is the ideal legal shape for their PR Company because of its unique benefits, particularly of their business goals and the nature of the public relations industry.

A constrained liability Partnership combines the benefits of a traditional partnership and the protection of limited liability for its partners. This structure fosters collaboration and growth