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ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject: Strategic Management

Course: BBA

Full Marks: 70

Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SEVEN** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q.1) A] Multiple Choice Questions:

(10x1=10)

- a) Strategic Intent includes:
- i) Values
 - ii) Vision
 - iii) Philosophy
 - iv) All of the above
- b) Cost Leadership is one of the _____ level strategies:
- i) Corporate Level
 - ii) Business Level
 - iii) Functional Level
 - iv) None of these
- c) Growth in market share of a firm is an example of _____ objective :
- i) Narrow
 - ii) Wide
 - iii) Primary
 - iv) Secondary
- d) Fast changing technology is a _____ for an organization:
- i) Threat
 - ii) Strength
 - iii) Weakness
 - iv) None of the above
- e) _____ is one of the support activities in Porter's Value Chain:
- i) Advertising
 - ii) Service
 - iii) Outbound Logistics
 - iv) Procurement
- f) _____ is a strategy of portfolio companies to improve short-term cash flows:
- i) Hold
 - ii) Harvest
 - iii) Divest
 - iv) None of these
- g) The following is one of the test for diversification:
- i) Industry Attractiveness test
 - ii) Strategic Fit test
 - iii) Strategic Alignment test
 - iv) None of the above
- h) Tender Offer is a kind of :
- i) Acquisition
 - ii) Management Buyout
 - iii) Friendly Takeover
 - iv) Hostile Takeover
- i) Efficiency is concerned with:
- v) resource utilization
 - ii) manpower planning
 - iv) improved output in quantity and value
 - iv) both i & iii
- j) Management Information System is useful in:
- ii) data presentation and sharing
 - ii) departmental co-ordination
 - vi) decision making
 - iv) all of the above

B) Short Answer Question

(5x2=10)

- a) Explain in brief the importance of Strategic Management.
- b) State the basic difference between strategy, tactic and game plan.
- c) What is SWOT Analysis?
- d) Identify some of the issues in Strategy Implementation.
- e) Discuss the role of CSR in any organization.

PART B

Q.2) Answer any four:

(4x5=20)

- i) Explain the importance and limitations of Strategic Management.
- ii) Draw the Strategic Management Model and write a brief note of its different components.
- iii) Discuss about the Porter's Five Forces Model with the help of an example.
- iv) Explain in brief about Porter's Generic Strategies.
- v) Write a brief note on Levels of Strategy.
- vi) Discuss the importance of Strategic Leadership in an organization.
- vii) List out and explain the various types of stability strategies adopted by an organization.

PART C

Answer any three:

(3x10=30)

Q.3) What is your understanding about the Strategic Management Model?

Q.4) What is Portfolio Analysis in the context of an organization? What are the advantages and limitations of Portfolio Analysis?

Q.5) What is a 'Value Chain'? How is Porter's Value Chain important for any organization?

Q.6) Discuss some of the diversification strategies adopted by organization with the help of suitable examples.

Q.7) Define Red Ocean and Blue Ocean strategy. List out and elaborate the points of difference between them.



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : TAXATION

Time : 3 Hours

Course: BBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part- A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- a) Indexation is Applicable on 1) Long term capital gains 2) short term capital gains
- b) Any head of income that does not fall into the first 4 sources of income is assessed under the 5th Head which is _____. 1) Income from other sources 2) Salary income
- c) Valuation of rent free unfurnished accommodation for central/state govt employees is based on 1) licence fee 2) Non licence fee.
- d) GST is based on (Point of taxation) 1) Supply of goods 2) Production of goods .
- e) Residential status for individual – condition 1 is _____ 1) 182 + days in India 2) 720 + days in India .
- f) For the year 2019-20 the previous year is 1) 2020-21 2) 2018-19.
- g) Reasonable expected rent is 1) Higher of Municipal valuation or fair rent subject to maximum of standard rent 2) Higher of Municipal valuation or fair rent subject to minimum of standard rent .
- h) Interest on post office savings bank account is allowed to max of _____ in a Joint account.
- i) Entertainment allowance is not allowed to non govt employees . True or false?.
- j) SGST means 1) State Goods and service tax 2) Internal goods and service tax

B] Very Short question**(5x2=10)**

- a) Write a short note on family planning expenditure ?
- b) X who resides in Madras ,gets Rs 3,00,000 per annum as basic salary .He receives Rs 50,000 per annum as house rent allowance .Rent paid by him is Rs 40,000 per annum.Find out the amount of taxable house rent allowance for the assessment year 2018-19.
- c) What is the formula for calculating long term capital gain ?
- d) State the provisions of House Rent allowance .
- e) Explain Hostel allowance and children education allowance .Also explain the provision for writeoff of allowance for animals under profits and gains from business or profession.

PART B**Q.2) Answer any four:****(4x5=20)**

- i) What is the basis of charge under sec 22 for income under the head Income from house property- Explain in details ?
- ii) Explain the seven conditions of sec 37(General deductions) for profits and gains on business or profession.
- iii) Explain what is ment by Municipal taxes , Net annual value , Gross annual value , Unrealised rent and Loss due to vacancy.
- iv) What do you understand by expenditure on transfer , cost of acquisition , cost of improvement , full value of consideration and indexation as per income under the head capitals gains ?

X, Y, Z and B separately own the following properties

	HOUSE 1	HOUSE 2	HOUSE 3	HOUSE 4	HOUSE 5
Municipal value	105	105	105	105	105
Fair rent	107	107	107	107	107
standard rent	NA	88	88	135	135
actual rent	103	112	86	114	97
unrealised rent	1	2	1	2	1
period of previous year in months	12	12	12	12	12
period during which property remains vacant	NIL	NIL	NIL	NIL	NIL

- v) Find out the gross annual value for the year 2018-19.
- vi) Tax liability – how computed –for Individuals – pls put in the formula?

PART C

(3x10=30)

Answer any three:

Q.3) What are the provisions to find out the residential status of the Hindu Undivided family? X an individual is resident but not ordinary resident in India for the assessment year 2018-19 (previous year 2017-18). During the previous year 2017-18, the affairs of X (HUF), a Hindu Undivided family, whose Karta is X since 1960, are partly managed from Delhi and partly from Nepal. Determine the residential status of X (HUF) for the assessment year 2018-19..

Q.4) X purchased a house property for Rs 76,00,000 on June 30th 1967. The following expenditure are incurred by him for making addition / alteration to the house property.

A Cost of construction of first floor in 1975-76.—Rs 1,10,000

B Cost of construction of the second floor in 2003-04.

C Alteration /reconstruction of the property in 2012-13.

Fair market value of the property on 1st April 2001 is Rs 4,50,000. The house property is sold by X on June 15, 2017 for Rs 99,50,000. (expenses incurred on transfer Rs 10,000). Compute the capital gain.

Indexation for 2003-04 109, Indexation for 2017-18 272, Indexation for 2012-13 200, Indexation for 2001-02 100

Q.5) Interest on borrowed capital and Bad debts – explain in detail under the profits and gains of business or profession.

Q.6) Explain the provisions for winnings from lotteries, crossword puzzles, horse races and card games. How to gross up if net winnings is given?

Q.7) X is a foreign national (not being a person of Indian origin), comes to India for the first time on April 15, 2013. During the financial year 2013-14, 2014-15, 2015-16, 2016-17 and 2017-18, he is in India for 130 days, 80 days, 13 days, 210 days and 75 days respectively. Determine the residential status of X for the assessment year 2018-19. Show your calculations.

Q.8) Give an overview of GST and its various terms used. Also explain the difference between service tax, excise duty, VAT and GST.



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : Research Methodology

Course: BBA

Full Marks: 70

Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Three Parts –A, B & C
- Part-A is compulsory.
- Part-B contains SIX questions out of which FOUR questions are to be answered.
- Part-C contains SIX questions out of which THREE questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- Sampling is advantageous as it _____
 - Saves time
 - Helps in capita saving
 - Both a and b
 - Increases accuracy
- In sampling, the lottery method is used for
 - Theorisation
 - Randomisation
 - Interpretation
 - Conceptualisation
- Summarizing raw data and displaying them on compact statistical tables for analysis is
 - Tabulation
 - Coding
 - Transcription
 - Editing
- Which of the following is an example of primary data?
 - Book
 - Journal
 - News-Paper
 - Census Report
- Random sampling is helpful as it is _____
 - An economical method of data collection
 - Free from personal biases
 - Reasonably accurate
 - All the above
- A researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with?
 - Cluster sampling
 - Random sampling
 - Stratified random sampling
 - Systematic sampling
- If average income of 100 persons are 20, then total marks will be:

PART C

Answer any three:

(3x10=30)

Q 3) What is Research? Differentiate between:

- a) Conceptual Research and Empirical Research
- b) Descriptive Research and Analytical Research

Q 4) What is sampling? Explain the various methods of non-probability sampling.

Q 5) What is primary data collection? Enlist the various methods of primary data collection. Differentiate between Questionnaire and Schedule.

Q 6) Explain any three attitude measurement scales with example.

Q 7) Calculate correlation for the following set of data:

X	35	37	38	42	44	46	51	54	55	56
Y	40	32	39	42	41	31	50	52	46	55

Q 8) Calculate mean, median and mode for the following set of data:

Class	10-20	20-30	30-40	40-50	50-60
Frequency	5	6	4	3	2



ARKA JAIN University, Jharkhand

4th Semester Final Examination -2019

Subject: Business Law

Time: 3 Hours

Course: BBA

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B, C & D**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part- D** is compulsory.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions:

(5 X 1 = 5)

i). In India First time Mercantile Law was enacted in:

- | | |
|----------|----------|
| a). 1872 | b). 1972 |
| c). 1772 | d). 1904 |

ii). Mercantile Law includes:

- a). Foreign exchange management Act 2000
- b). Sales of Goods Act 1930
- c). Indian Partnership Act 1932
- d). All the above

iii). Void agreement is :

- | | |
|-----------------|---------------------|
| a). Illegal | b). Legal |
| c). Enforceable | d). Not enforceable |

iv). Partnership is regulated by:

- | | |
|----------------------------|------------------|
| a). Agreement | b). Contract |
| c). Indian Partnership Act | d). All of these |

v). X Leaves a Cow in the Custody at Y to be taken care of. The Cow has given the birth of calf. The owner of the calf :

- | | |
|----------|------------------|
| a). is Y | b). is X |
| c). both | d). None of them |

B] Short questions:

(5 X 2 =10)

- i). Are all the agreement are Contract?
- ii). What are the right of an indemnity holder?
- iii). Distinguish between a Sale and agreement to Sell?
- iv). What are General duties of Partner?
- v). Discus the advantages of registration of a firm.

PART B

Q.2) Answer Any four :

(4 x 5 = 20)

- i). Distinguish between the following:
 - a).Void agreement and Void contract.
 - b).Void agreement and Illegal agreement.
- ii). Give the main features of bailment.
- iii). Who is an agent? How does he differ from a sub-agent?
- iv).Distinguish between condition and warranty.
- v).What do you understand by transfer of title and transfer of ownership?
- vi).Explain the Annual report of any company.

PART C

Answer Any three:

(3x10 = 30)

Q.3) Give difference between private company and public company. Tata Steel is the private company or public company.

Q.4) Explain the Mutual rights and duties of partners in the absence of contract.

Q.5) In what circumstances can the court order the dissolution of a firm?

Q.6) "Every contract is an agreement but every agreement is not a contract". Comment on the statement In the light of the Indian contract Act.

Q.7)What is bailment? What are the right and duties of the Bailor and Bailee?

Q.8) Write short notes on any two of the following:

- i) Type of Company Directors.
- ii) Difference between Sale and Mortgage.
- iii) How does an agreement come into existence in the eyes of Law?
- iv) Difference between Agent and Trustee.

PART D

Q.9) A and B Co-owners of a house let it to a paying guest. A and B divide the net profit mutually. Are the Partners?

OR

"M" agreed orally to sell his plot to "N" for rupees Rs.3,00,000subject to contract. The next day "O" offers "M"Rs 3,50,000 and "M" accepted this offer of "O" and sold the plot to "O". Can "N" Sue "M" for Breach of contract ?

(5 X 1 =5)



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : Quantitative Techniques

Course: BBA

Time : 3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions :(10x1=10)

a) If $8x+4$, $6x-2$ and $2x+7$ are in A.P. then the value of x is:

- i) 15
- ii) 2
- iii) $15/2$
- iv) 3

b) Increase in the number of patients in the hospital due to heat stroke is:

- (i) Secular trend
- (ii) Irregular variation
- (iii) Seasonal variation
- (iv) Cyclical variation

c) Maximum Value of Co-relation is:

- i) 2
- ii) 1.5
- iii) 1
- iv) 0

d) The number of rows and columns in a determinant is necessarily-----

- i) 1
- ii) Unequal
- iii) Equal
- iv) Minor

e) Which term of a G. P. 5, 10, 20, 40, ----- is 1280?

- i) 10th
- ii) 9th
- iii) 8th
- iv) None of these

f) In a straight line equation $Y = a + bX$; "a" is the:

- i) X-intercept
- ii) Slope
- iii) Y-intercept
- iv) None of them

g) Independent variable is represented along:

- i). X- Axis
- ii). Z-Axis
- iii). Y- Axis
- iv). None of the above

h) Which is the most widely used method of calculating Co-relation?

- i). Scatter Diagram
- ii). Karl Pearson's
- iii). Charles Spearman's
- iv). None of the above

i) There are eight chairs in a room. In how many ways 5 students can sit on them ?

- i) 6270
- ii) 6072
- iii) 6702
- iv) 6720

j) A matrix whose all elements are zero is called as?

- i) Vector Matrix
- ii) Identity Matrix
- iii) Null Matrix
- iv) Symmetric Matrix

B] Very Short question

(5x2=10)

- a) In how many ways can the letters of the word "COMMERCE" be arranged?
- b) If a card is drawn from a pack of cards at random. What is the probability that the card drawn is either a king or a queen?
- c) Define Correlation ?
- d) What do you meant by Time Series Analysis?
- e) If 6th term of an A. P. is 121, then find the sum of the first eleven terms?

PART B

Q.2) . Answer any four:

(4x5=20)

- i) Explain the terms:
 - a) Random Variables.
 - b) Expected Value.
- ii) How many numbers lying between 10 and 100 can be formed out of the digits 8, 0,7,5,6?
- iii) Comment on association between Co-relation and regression.
- iv) Define the term Arithmetic Progression and Geometric progression.
- v) In a simultaneous throw of two dice, what is the probability of getting a total of 7?
- vi) Plot the following data on a graph paper. Calculate 3-yearly moving average and show the trend on the same paper.

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Sales	5	1 2	1 0	1 7	2 1	1 6	1 4	1 8	1 3	8	2 1	1 6

PART C

Answer any three:

(3x10=30)

- Q.3) i) Prove that $A \cup (B \cap C) = (A \cap B) \cup A \cap C$
ii) $\frac{1}{(x+1)} + \frac{1}{(x+A)} = \frac{1}{(x+2)} + \frac{1}{(x+3)}$
Solve the above equation of X.
- Q.4) Three consecutive numbers of an A. P. whose sum is 21 and the product of last two terms is 63. Determine the numbers in A. P.
- Q.5) From 6 boys and 4 girls, 5 are to be selected for admission for a particular course. In how many ways can this be done if there must be at least two girls?
- Q.6) Show that
$$\begin{vmatrix} a-b-c & 2a & 2a \\ 2b & b-c-a & 2b \\ 2c & 2c & c-a-b \end{vmatrix} = (a+b+c)^3$$
- Q.7) Explain Binomial Distribution. Explain the salient features of binomial distribution
- Q.8) Fit a straight line trend by the method of least squares of the following data: (Plot a graph also)

Year (X)	2004	2005	2006	2007	2008	2009
Price (in Rs.) Y	107	110	114	112	115	113



ARKA JAIN University, Jharkhand

4th Semester Examination - 2018 - 19

Subject: Business Awareness - IV

Course : BBA/B. COM.

Time : 2 Hours

Full Marks : 35

Pass Marks : 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C.**
- **Part - A & D** is compulsory.
- **Part - B** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part - C** contains **FOUR** questions out of which **TWO** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions

(5x1=5)

i) Geographical concentration of industries that gain performance advantages through co-location:-

- a) Business Incubators
- b) Both of these
- c) Business Clusters
- d) None of these

ii) NABARD Stands for:-

- a) National Agricultural Board for Automotive and Rural Development
- b) National Autonomous Board for Agricultural and Rural Development
- b) National Bank for Agricultural and Rural Development
- d) None of the above

iii) Method by which a Business Owner plans to leave the business or close the business:-

- a) Venture Capital
- b) Angel Investor
- c) Bootstrapping
- d) Exit Strategy

iv) I.P.O. stands for:-

- a) Indian Public Organization
- b) International Public Organization
- b) Initial Public Organization
- d) None of these

v) A collaborative program designed to help new startups succeed:-

- a) Business Incubators
- b) Investors
- c) Business Clusters
- d) Government Venture Capitalists

PART B

Q.2) Answer any three.

(3x5=15)

- i) Define Progressive Policies. Explain any one in detail.
- ii) What could be the different sources of capital for a Startup? Give examples in support of your answer.
- iii) Define Startup. Explain different types of Startups with suitable examples.
- iv) What are the different types of Business Cluster? Explain Benefits of Business Cluster.
- v) What are the structural components of a Business Plan? Explain.

vi) Discuss the different types of a Business Plan with examples.

PART C

Answer any two.

(2x5=10)

Q.3) What do you mean by Bootstrapping? Why Bootstrapping is not so popular in the Indian Startup Ecosystem?

Q.4) Differentiate between Burn rate and Churn rate.

Q.5) What are the components of a successful Business Plan? Discuss.

Q.6) Discuss the key elements of Successful Business Incubation.

PART D: CASE STUDY

(1x5=5)

Pet project

Down cycling of plastics happen when they are contaminated with low value plastics, product remnants like oils, shampoos and moisture and in certain cases heavy metals such as lead, phosphorus, mercury and the like that are harmful to humans.

Big brands in Europe and America proudly declare that their products and packaging contain recycled plastics, but the same brands would never make such claims in India. Given the strict quality requirements in main stream product and packaging, global brands altogether avoid the use of recycled plastic in India. Banyan Nation understood that supply chain and sourcing managers could not ensure traceability of materials and also could not trust the current system to deliver consistent quality and volumes of recycled plastics in India.

"Banyan Nation set out to change this. By taking a complete value chain approach we developed innovative technologies that clean plastics to eliminate all potential contaminants auto paints, inks, metals, labels, adhesives, dirt, oils,"

Q.7) With reference to the Case, Explain What Innovation of Banyan Nation is being talked about?

Subject: Business Awareness - IV
Sem - IV

Course : B.B.A.
(End Semester Exam)

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions

(5x1=5)

i) Geographical concentration of industries that gain performance advantages through co-location:-

- a) Business Incubators
b) Both of these
c) Business Clusters
d) None of these

Ans. Business Cluster

ii) NABARD Stands for:-

- a) National Agricultural Board for Automotive and Rural Development
b) National Autonomous Board for Agricultural and Rural Development
c) National Bank for Agricultural and Rural Development
d) None of the above

Ans. National Bank for Agricultural and Rural Development

iii) Method by which a Business Owner plans to leave the business or close the business:-

- a) Venture Capital
b) Angel Investor
c) Bootstrapping
d) Exit Strategy

Ans. Exit Strategy

iv) I.P.O. stands for:-

- a) Indian Public Organization
b) International Public Organization
c) Initial Public Organization
d) None of these

Ans. None of these

v) A collaborative program designed to help new startups succeed:-

- a) Business Incubators
b) Investors
c) Business Clusters
d) Government Venture Capitalists

Ans. Business Incubators

PART B

Answer any three.

(3x5=15)

Q.2) Define Progressive Policies. Explain any one in detail.

Government is interested to direct and guide entrepreneurs' need to capital, technology and other amenities for performing their activities. For that reason government can play imperative role for providing these facilities. With support of laws and regulations, Governments can give needed information and capital, and make available to better technology can help entrepreneurs. Government can also carry out planning, draw policy, and establish strategy for helping entrepreneurs.

2-c-x

Chanchal Mandla

Pranika

Shruti

Aditi

Q.3) What could be the different sources of capital for a Startup? Give examples in support of your answer.

- Sources of Capital
- Personal Funds
- Family and Friends
- Banks & Other Financial Institutions
- Retirement Accounts - EPF Government Loan
- Government Agencies – SME Corp., MTDC, MIDA, MARA
- Stock Market

Q.4) Define Startup. Explain different types of Startups with suitable examples.

A start-up is a young company that is beginning to develop and grow, is in the first stages of operation, and is usually financed by an individual or small group of individuals.

A startup business is defined as an organization:

- Incorporated for three years or less
- At a funding stage of Series B or less
- An entrepreneurial venture/a partnership or a temporary business organization

A startup is defined as a business that:

- Engages in development, production or distribution of new products, processes or services
- New and existence for not more than five years
- Revenue of up to INR 25 cr.
- Not formed through splitting or restructuring

A Unicorn startup is one that has been valued at more than USD 1 Bn by investors. In the era of startups, India has some Unicorns like Flipkart, Ola, Big Basket, Paytm etc. A general guidelines is that a unicorn startup is more of a valuation game without a large focus on making money.

A Cockroach startup on the other hand will scale up slowly with sound fundamentals and strong business models. In other words, startups that can survive anything and works within boundaries of uniqueness, sharp eye on team strength besides financial viability are called the cockroach startups.

Q.5) What are the different types of Business Cluster? Explain Benefits of Business Cluster.

There are basically two types of business clusters:

- i. Vertically-integrated cluster made up of businesses linked through intense buyer-seller relationships.
- ii. Horizontally-integrated cluster made up of businesses that share a common market for their end products, use a common technological base (or common skilled workforce), or require similar raw materials.

Character

Michael

P. V.

Sh

Benefits of business clusters

Networking:

The value of networking can never be underestimated – having peers on hand to review suppliers, give insight into industry trends and see where a partnership might be mutually beneficial is something that even the world of digital communication can't fully replicate. These are all benefits that can save time and effort for your business in the long run.

Growth:

Growth is important for many small businesses, but no more so than start-ups, for whom winning new business is imperative. Many businesses have succeeded by bring their proximity closer together – take the Toyota model, where suppliers cluster around the company's factories, or cities where science hubs spring up near major universities.

Talent:

Finally, hubs of innovation draw in skilled workers like magnets. Start-ups need to recruit wisely in early days, as poor hiring can be incredibly costly – both in terms of finances and time resources. Bringing your company to the bright and skilled workers instead of trying to entice them to come to you might be all you need to get a competitive edge in the crowded race to the top.

Q.6) What are the structural components of a Business Plan? Explain.

- Value Proposition or Executive Summary – A description to the proposed solution to a seen existing problem or potential. It can also be called as the elevator pitch for the idea or proposal. In other words, it should summarize the pros and cons of your idea.
- The Body – Similar to making an essay, this would contain the competitor analysis, your strategies, budget and targets. It should also contain the organizational structure and key roles and responsibilities for each team member.
- Conclusion – This part should contain the action plans, risk plans, and work plans that would act as a safety net in case of stumbling blocks and pit falls that may be encountered in the course of the business.

Q.7) Discuss the different types of a Business Plan with examples.

One-page business plan

A one-page business plan is exactly what it sounds like: a quick summary of your business delivered on a single page. No, this doesn't mean a very small font size and cramming tons of information onto a single page—it means that the business is described in very concise language that is direct and to-the-point.

A one-page business plan can serve two purposes. First, it can be a great tool to introduce the business To outsiders, such as potential investors. Since investors have very little time to read detailed business plans, a simple one-page plan is often a better approach to get that first meeting. Later in the process, a more detailed plan will be needed, but the one-page plan is great for getting in the door.

This simple plan format is also great for early-stage companies that just want to sketch out their idea in broad strokes. Think of the one-page business plan as an expanded version of jotting your idea down on a napkin.

Keeping the business idea on one page makes it easy to see the entire concept at a glance and quickly refine concepts as new ideas come up. Learn more about how to create a one-page business plan.

The Lean Business Plan

A Lean Plan is more detailed than a one-page plan and includes more financial information, but it's not as long as a traditional business plan. Lean Plans are more likely to be used internally as tools for strategic planning and growth.

1/1/2014

Dustin

Charchal Mendez

adisa

The Lean Business Plan dispenses with the formalities that are needed when presenting a plan externally for a loan or investment and focuses almost exclusively on business strategy, tactical milestones, metrics, budgets, and forecasts.

These lean business plans skip sections like company history and management team since everyone in the company almost certainly knows this information. You don't do an exit strategy section of your business plan if you're not writing for investors and therefore you aren't concerned with an exit.

The simplest lean business plan uses bullet points to define strategy, tactics, concrete specific dates and tasks, and essential numbers including projected sales, spending, and cash flow. It's just five to 10 pages when printed. And few Lean Plans need printing. Leave them on the computer. Review and revise the plan at least once a month. The first Lean Plan takes just a few hours to do (or less), and a monthly review and revision can take only an hour or two per month.

Lean business plans are management tools used to guide the growth of both startups and existing businesses.

They help business owners think through strategic decisions and measure progress towards goals.

External business plan (a.k.a the standard business plan document).

External business plans, the formal business plan documents, are designed to be read by outsiders to provide information about a business. The most common use of a full business plan is to convince investors to fund a business, and the second most common is to support a loan application. Occasionally this type of business plan is also used to recruit or train or absorb key employees, but that is much less common.

A formal business plan document is an extension of the internal business plan, or the Lean Plan. It's mostly a snapshot of the internal plan as it existed at a certain time. But while the an internal plan is short on polish and formality, a formal business plan document should be very well-presented, with more attention to detail in the language and format. See example business plans in our sample plan library to give you an idea of what the finished product might look like.

In addition, an external plan details how potential funds are going to be used. Investors don't just hand over cash with no strings attached—they want to understand how their funds will be used and what the expected return on their investment is.

Finally, external plans put a strong emphasis on the team that is building the company. Investors invest in people rather than ideas, so it's critical to include biographies of key team members and how their background and experience is going to help grow the company.

PART C

Answer any two.

(2x5=10)

Q.8) What do you mean by Bootstrapping? Why Bootstrapping is not so popular in the Indian Startup Ecosystem?

Bootstrapping is one of most effective and inexpensive ways to ensure a business' positive cash flow. Bootstrapping means less money has to be borrowed and interest costs are reduced.

Bootstrapping is a fairly unpopular model in the Indian startup ecosystem where currently the focus appears to be on funding, then scaling, then some more funding and so on.

Charchal Mandal

Shubham

Rishabh

Aditya

Under the circumstances, bootstrapping is a hard-sell because some might argue that you'll have lesser risks you can afford, slower scalability among other things. And they might just be right, Bootstrapping is hard. But in my personal experience, that is the upside of doing it.

Without undermining the efforts of the unicorns of the Indian ecosystem built on VC money, it is worth noting that bootstrapping offers you two things that venture capital mostly doesn't—complete control and space for creativity.

Bootstrapping allows no Plan B and forces you to focus on your customers, build a solid product, and make the company revenue efficient despite the lower capital.

To start off, you will need to build a great team who are willing to work on a lower pay to invest on your vision for the company. Because a good team will be your biggest expense as well as your best asset. Be careful in putting together the team, as there will be some dark times. Once you have a team you can trust, you are ready to go.

Q.9) Differentiate between Burn rate and Churn rate.

The burn rate is typically used to describe the rate at which a new company is spending its venture capital to finance overhead before generating positive cash flow from operations; it is a measure of negative cash flow. Burn rate is usually quoted in terms of cash spent per month. For example, a company that is said to have a burn rate of \$1 million would mean that the company is spending \$1 million per month.

The churn rate, also known as the rate of attrition, is most commonly known as the percentage of service subscribers who discontinue their subscriptions within a given time period. It is also the rate at which employees leave their jobs within a certain period. For a company to expand its clientele, its growth rate (measured by the number of new customers) must exceed its churn rate.

Q.10) What are the components of a successful Business Plan? Discuss.

Every business plan involves the following components which are key factors in making your business plan fuller and more effective.

- Executive Summary – It describes the nature of the business and the solution it offers to cater to a specific market need.
- Company Overview – A narrative about your company profile and the achievements reached by the company.
- Competitive Analysis / Customer Analysis – A study showing and detailing information about your customer and the existing competitors including their behaviors in line with your business.
- Market Strategies – Details the particulars to the plans of getting your product across to clients effectively.
- Development Plans – Showcases the possible upcoming daily plans for change to further advance the goals of the company
- Operation and Management Plan – Contains the daily, monthly, and yearly processes involved in operating the business with the foresight for success and identifying key personnel that would contribute to that success.
- Financials – Revenue projections for the span of three to five years showing the continuity of the business and how it will be faring within the time duration.

Charshal Mendu

Ushakshi

Arushi

Ashu