

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	<p>What do you mean by competitor analysis.</p> <p>Competitive analysis focuses on finding and comparing key market metrics that help identify differences between your products and services and those of your competitors.</p> <p>Comprehensive competitive analysis helps establish the foundation for an effective sales and marketing strategy that helps your company stand out from the crowd.</p> <p>Identify gaps in the market Develop new products and services Uncover market trends Market and sell more effectively</p> <p>How to do competitor analysis:</p> <p>Determine who your competitors are.</p> <p>Determine what products your competitors offer.</p> <p>Research your competitors' sales tactics and results.</p> <p>Take a look at your competitors' pricing, as well as any perks they offer.</p> <p>Ensure you're meeting competitive shipping costs.</p> <p>Analyze how your competitors market their products.</p> <p>Take note of your competition's content strategy.</p> <p>Learn what technology stack your competitors' use.</p> <p>Analyze the level of engagement on your competitors' content.</p> <p>Observe how they promote marketing content.</p> <p>Look at their social media presence, strategies, and go-to platforms.</p> <p>Perform a SWOT Analysis to learn their strengths, weaknesses, opportunities, and threats.</p>	[03]	CO3	L1
(b)	<p>Describe the financial needs of a new venture.</p> <ul style="list-style-type: none"> • Have enough money to see through the challenging first months. • Without adequate financial resources, your business will have a hard time finding its footing. • Entrepreneurs also need to be realistic about how long it will take for revenues to catch 	[07]	CO4	L2

up to costs.

- You may have to **endure losses for one or two years**—perhaps even longer—and you will need money to tide you over.
- **Estimate your financial needs** before starting a new business.
- The first step is to **figure out your expenses**.
- These can be divided into **one-time start-up costs and recurring expenses**.

(c) Discuss the marketing process.

The Marketing Process

- **Step 1: Understanding The Marketplace And Customer Needs And Wants**
- **Step 2: Designing A Customer-Driven Marketing Strategy (Selecting customers to serve, Choosing a value proposition).**
- **Step 3: Constructing an integrated marketing plan that delivers superior value (4 P's).**
- **Step 4: Build Profitable Relationships**
- **Step 5: Capturing Value From Customers**

Step 1: Understanding The Marketplace And Customer Needs And Wants

It is important to understand customer needs, wants, and demands to build want- satisfying market offerings and building value-laden customer relationships. This increases long-term customer equity for the firm.

Needs – States of felt deprivation

They include the physical need for necessities like food, clothing, shelter, warmth, safety, and individual needs for knowledge and self-expression. The marketers cannot create these needs as they are a basic part of human markup.

Wants – The forms of human needs take as shaped by culture and individual personality.

Wants are shaped by one's society and are described in terms of objects that will satisfy needs.

For example, an American in Dhaka needs food but wants McDonald's.

Demands – Human wants that are backed by buying power.

Given their wants and resources, people demand products with benefits that add to the most value and satisfaction.

Step 2: Designing A Customer-Driven Marketing Strategy

Focus areas for designing a marketing strategy:

- Selecting customers to serve -defining the target market
- Deciding how to serve customers in the best way – choosing a value proposition

Selecting customers to serve:

The company first decides who it will serve and divides the market into segments of the customer. Then it goes after specific sections of the market or its target market.

They target customers based on their level, timing, and nature of demand.

[10]

CO3

L2

Choosing a value proposition

They decide how it will serve their customer. That is how it will differentiate and position itself in the market. A brand's value proposition is the set of values and benefits that it promises to deliver its customers.

Companies need to design strong value propositions to give them the greatest advantage in their target markets.

Step 3: Constructing an integrated marketing plan that delivers superior value

The company's marketing strategy outlines which customers the company will serve and how it will create value. Then the marketer develops integrated marketing plans that will the intended value to target customers.

It consists of the firm's marketing mix (4Ps), the set of marketing tools the firm uses to implement its marketing strategy.

The marketing program builds customer relationships by transforming the marketing strategy into action.

For this, it needs to blend all of these marketing tools into a comprehensive, integrated marketing program that communicates and delivers the customers' expected value.

Step 4: Build Profitable Relationships

Customer relationship management is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

Customer relationship management aims to produce high customer equity, the total combined customer lifetime values of all of its customers.

The key to building lasting relationships is the creation of superior customer value and satisfaction.

Companies today want to acquire profitable relationships and build relationships that will increase their share of the customer portion of the customers purchasing that a company gets in its product categories.

Step 5: Capturing Value From Customers

Customer relationship management's ultimate aim is to produce high Customer equity – total combined lifetime values of all of the company's current and potential customers.

The more loyal to the company's profitable customers, the higher are the customer equity. Customer equity may even be a better way to measure its performance than market share or current sales.

2(a)

What do you mean by external source of finance for a new venture.

- Money that comes from outside a business.
- There are several external methods a business can use, including:
 - Family and friends,
 - Bank loans and overdrafts,
 - Venture capitalists and
 - Business angels,
 - New partners,

[03]

CO4

L1

- Share issue,
- Trade credit,
- Leasing,
- Hire purchase,
- Government grants.

(b) What do you mean by joint stock company, and explain its benefits.

- **A joint stock company is an organisation which is owned jointly by all its shareholders.**
- **All the stakeholders have a specific portion of stock owned, usually displayed as a share.**
- **Each joint stock company share is transferable, and if the company is public.**
- **Its shares are marketed on registered stock exchanges.**
- **Private joint stock company shares can be transferred from one party to another party.**
- **The transfer is limited by agreement and family members.**
- **Separate Legal Entity** – A joint stock company is an **individual legal** entity, apart from the persons involved.
- **Perpetual** – Once a firm is born, it can only be dissolved by the functioning of law.
- **Company life is not affected even if its member keeps changing.**
- **Number of Members** – For a **public limited company**, there can be an unlimited number of **members but minimum being seven.**
- For a private limited company, minimum two members.
- **Limited Liability** – In this type of company, the liability of the company’s shareholders is limited.
- **Transferable share** – A company’s shareholder without consulting can transfer his shares to others.
- **Incorporation** – For a firm to be accepted as an individual legal entity, it has to be incorporated.
- **It is compulsory to register** a firm under a joint stock company.

Example of Joint Stock Company

- Few examples are mentioned below.
- Indian Oil Corporation Ltd.
- Tata Motors Ltd.
- Reliance Industries Ltd.

[07] CO3 L2

(c) Create the manufacturing budget for pen manufacturing company.

	Jan.	Feb.	Mar.
Projected sales (units)	5,000	8,000	12,000
Desired ending inventory	100	200	300
Available for sale	5,100	8,200	12,300
Less: beginning inventory	0	100	200
Total production required	5,100	8,100	12,100

[10] CO4 L6

3(a) Define cooperatives.

- A cooperative is an **autonomous association of persons** united **voluntarily to meet their**

[03] CO3 L1

	common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise .			
(b)	Discuss about the tools used in data analysis and interpretation. TABLEAU, MS Excel. Etc	[07]	CO3	L2
(c)	Describe the latest industrial policy of GoI.	[10]	CO4	L2

What is New Industrial Policy 1991?

- The industrial policy is a series of standards and measures implemented by the government to track the development of industries and related sectors to promote India's economic growth and development.
- The New Industrial Policy, of 1991 had the main objective of **providing facilities to market forces and increasing efficiency**.
- The government undertook it to take measures to **improve the competitiveness and capabilities of various industries**.
- The government undertook various measures to **boost the growth of industries** such as it allowed domestic firms to import better technology to improve efficiency and to have access to better technology.
- The **Foreign Direct Investment ceiling was increased** from 40% to 51% in specific sectors.

Part B - Compulsory (01*10=10marks)

4	Nandan the aspiring ecopreneur, able find the health and environmental issues faced by consumers due to usage of soap. Designed a eco-friendly soap for women and children. Ws struggling to prepare cash flow statement to present same in front of Venture capitalist. As a business consultant outline the cash flow template and help Nandan.	[10]	CO4	L4
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Cash Flow from Operating Activities (+ or – Reflects Addition or Subtraction from Net Income)	
Net income	XXX
Adjustments to net income:	
Noncash <u>nonoperating</u> items	
+ depreciation and amortization	XXX
Cash provided by changes in current assets or liabilities:	
Increase(+) or decrease(–) in accounts receivable	XXX
Increase(+) or decrease(–) in inventory	XXX
Increase(+) or decrease(–) in prepaid expenses	XXX
Increase(+) or decrease(–) in accounts payable	XXX
Net cash provided by operating activities	XX,XXX
Cash Flow from Other Activities	
Capital expenditures (–)	(XXX)
Payments of debt (–)	(XXX)
Dividends paid (–)	(XXX)
Sale of stock (+)	XXX
Net cash provided by other activities	(XXX)
Increase (Decrease) in Cash	XXX

Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	To display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.					
CO2	To know about the various business models and B-Plans across Business sectors.					

CO3	Able to understand the importance of marketing and different forms of businesses.	1a, 3a,3b	2b,1c			
CO4	To become aware about various sources of funding and institutions supporting entrepreneurs.	2a,	1b,2c,3c		4	
CO5	To give awareness about legal aspects and ways to protect the ideas.					
CO6	To understand the ways of starting a company and to know how to protect their ideas.					
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					
PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship						

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