

**Programme Name & Branch: B. Tech – Mechanical Engineering**

**Course Name & Code: New Venture Planning and Management - MEE 1017**

**Class Number: VL2019201001876 Slot: D1 Exam Duration: 90 mins Maximum Marks: 50**

**General instruction(s):**

Specify if any printed material may be permitted

Answer ALL questions

Section – A		
S.No.	Questions	Course Outcome (CO)
1.	What are the stages one has to go through for opportunity identification (Explain with a product/service of your choice) <b>(15 Marks)</b>	2
2.	If you and a friend decide to start a business, Explain what would be the factors that you would consider for the location of your business? <b>(15 Marks)</b>	6
3.	Your business partner wishes to perform a market survey for wireless Bluetooth headsets. But he does not know how to go about it. Explain to him the process of conducting a market survey. Also explain the importance and need for conducting the survey. <b>(20 Marks)</b>	2



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