

ANSWER KEY - ENTREPRENEURSHIP

SECTION A												
1.	<p>Ramesh is working as a salesman in a company engaged in the marketing of readymade garments. He gets a monthly salary of 50,000 besides many other benefits. He is doing this work to earn his living and satisfy the materialistic and social requirements. He is not doing this work out of love, care and affection. Ramesh has undertaken _____ activity.</p> <p>(A)business (B)employment (C)professional (D)non-economic</p>	1										
2.	<p>Assertion (A): Mutual agency as a characteristic of partnership states that each partner is liable for the acts performed by the other partners. Reason (R): The partners of a firm have limited liability.</p> <p>A. A is true but R is false. B. Both A and R are true, but R is not the correct explanation of A C. A is true and R is the correct explanation of A D. Both A and R are false.</p>	1										
3.	<table border="1"> <thead> <tr> <th>COLUMN A – Meaning</th> <th>COLUMN B- Terms</th> </tr> </thead> <tbody> <tr> <td>i. uses the word 'Ltd.' at the end of its name.</td> <td>(a) Public company.</td> </tr> <tr> <td>ii. has a minimum of two and a maximum of two hundred members excluding its past and present employees.</td> <td>(b) Continuity</td> </tr> <tr> <td>iii. A company is created by law. Though, it has no body and no conscience, it still exists as a person, having a distinct personality of its own.</td> <td>(c) Private company.</td> </tr> <tr> <td>iv. Legally, a firm dissolve on the retirement, death, bankruptcy lunacy, or disability of a partner if not otherwise provided for in the partnership deed.</td> <td>(d) Artificial person</td> </tr> </tbody> </table> <p>Identify the correct option to match the above columns: A. i– b; ii – d; iii – a; iv – c</p>	COLUMN A – Meaning	COLUMN B- Terms	i. uses the word 'Ltd.' at the end of its name.	(a) Public company.	ii. has a minimum of two and a maximum of two hundred members excluding its past and present employees.	(b) Continuity	iii. A company is created by law. Though, it has no body and no conscience, it still exists as a person, having a distinct personality of its own.	(c) Private company.	iv. Legally, a firm dissolve on the retirement, death, bankruptcy lunacy, or disability of a partner if not otherwise provided for in the partnership deed.	(d) Artificial person	1
COLUMN A – Meaning	COLUMN B- Terms											
i. uses the word 'Ltd.' at the end of its name.	(a) Public company.											
ii. has a minimum of two and a maximum of two hundred members excluding its past and present employees.	(b) Continuity											
iii. A company is created by law. Though, it has no body and no conscience, it still exists as a person, having a distinct personality of its own.	(c) Private company.											
iv. Legally, a firm dissolve on the retirement, death, bankruptcy lunacy, or disability of a partner if not otherwise provided for in the partnership deed.	(d) Artificial person											

	<p>B. i- c; ii - a; iii - d; iv - b</p> <p>C. i- a; ii - c; iii - d; iv - b</p> <p>D. i- c; ii - a; iii - b; iv - d</p>	
4.	<p>This is the seeding stage of a new idea. It is the stage where the entrepreneur recognizes that an opportunity exists which can be explored and exploited to its best potential.</p> <p>Identify stage of creative process defined above.</p> <p>(A)Idea germination</p> <p>(B)Preparation</p> <p>(C)Illumination</p> <p>(D)Incubation</p>	1
5.	<p>Nelson started an AC repair shop in his area after doing a diploma course. What idea field is it?</p> <p>(A)Market driven</p> <p>(B)Trading related</p> <p>(C)Service related</p> <p>(D)Creative efforts</p>	1
6.	<p>Exploring opportunities in the environment is a process involving various steps. Arrange the steps in correct order.</p> <p>i)Evaluating the ideas received from different sources to find a creative solution</p> <p>ii)Identifying a product or service through innovation</p> <p>iii) Opportunity spotting by analysing the needs and problems that exist in the environment</p> <p>iv) Setting up a project and nurturing it to success</p> <p>(A)i-ii-iii-iv</p> <p>(B) iii-i-ii-iv</p> <p>(C) ii-iii-iv-i</p> <p>(D) i-iv-iii-ii</p>	1
7.	<p>Nilesh wanted to launch a new type of air-conditioner which would itself regulate the temperature according to the weather. He thought of first assessing the trend in the market for the design of the air conditioner. For this he appointed Sharon. Sharon, to study the market, surveyed a lot of people in the market by asking them about their preference of specification in the air conditioner.</p> <p>Identify the type of trend spotting used by Sharon:</p> <p>(A) Read trend</p> <p>(B) Talk trend</p> <p>(C) Watch trend</p> <p>(D) None of these</p>	1
8.	<p>Which of the following is not a factor involved in the sensing opportunities?</p> <p>(A) Vision and creativity</p> <p>(B) Ability to harness different sources of information</p>	1

	(C) Ability to obtain necessary finances to start and continue a business (D) Ability to perceive and preserve basic ideas that could be used commercially											
9.	Rohan a budding musician created a lot of musical notes for his upcoming video. He was extremely thrilled to listen to his compositions. He presented his compositions to his friend Victor. The release of musical video of Rohan was getting delayed for a few months due to shortage of cash. Meanwhile Victor used most of the musical compositions of Rohan in his video. Rohan was extremely upset to know that his friend had cheated him and used all his work. Which intellectual property right could have helped Rohan to save his work? (A)Patent (B)Copyright (C)Trade Secret (D)Industrial design	1										
10.	<table border="1"> <thead> <tr> <th>COLUMN A - Terms</th> <th>COLUMN B- Meaning</th> </tr> </thead> <tbody> <tr> <td>i. Reverse acquisition</td> <td>(a) Purchasing company becomes a subsidiary of the purchased company.</td> </tr> <tr> <td>ii. Back flip acquisition</td> <td>(b) Coke and Pepsi uses this format to expand.</td> </tr> <tr> <td>iii. Business franchise opportunity ventures</td> <td>(c) A private company takes over a public company.</td> </tr> <tr> <td>iv. Manufacturing franchise opportunity</td> <td>(d) These ventures typically require that a business owner purchases and distributes the products for one specific company.</td> </tr> </tbody> </table> <p>Identify the correct option to match the above columns: A. i– b; ii – d; iii – a; iv – c B. i– c; ii – a; iii – d; iv - b C. i– a; ii – c; iii – d; iv - b D. i– c; ii – a; iii – b; iv - d</p>	COLUMN A - Terms	COLUMN B- Meaning	i. Reverse acquisition	(a) Purchasing company becomes a subsidiary of the purchased company.	ii. Back flip acquisition	(b) Coke and Pepsi uses this format to expand.	iii. Business franchise opportunity ventures	(c) A private company takes over a public company.	iv. Manufacturing franchise opportunity	(d) These ventures typically require that a business owner purchases and distributes the products for one specific company.	1
COLUMN A - Terms	COLUMN B- Meaning											
i. Reverse acquisition	(a) Purchasing company becomes a subsidiary of the purchased company.											
ii. Back flip acquisition	(b) Coke and Pepsi uses this format to expand.											
iii. Business franchise opportunity ventures	(c) A private company takes over a public company.											
iv. Manufacturing franchise opportunity	(d) These ventures typically require that a business owner purchases and distributes the products for one specific company.											
11.	Assertion (A): Logo is an identifying symbol for a product or business. It can be any distinctive design, mark, sign which stands associated with the entrepreneur's offering. Reason (R): Trademarks are basically simple but powerful messages that help to communicate an enterprise's goals, mission, distinct qualities. A. A is true but R is false. B. Both A and R are true, but R is not the correct explanation of A C. A is true and R is the correct explanation of A D. Both A and R are false.	1										
12.	_____ outline how the franchise name is to be used, as well as the marketing and advertising procedures in place that the franchisee will be required to follow. Identify the ingredient of content of franchise agreement defined above.	1										

	(A) Contract Explanation (B) Operations Manual (C) Proprietary Statements (D) Ongoing Site Maintenance																
13.	This channel is suitable for the producers who have limited finance, narrow product line and need expert services and promotional support of wholesalers. This is mostly used for the products with widely scattered market. Identify the distribution channel discussed above: (A)Zero level (B)One level (C) Two level (D)Three level	1															
14.	The following table shows the number of guests who all stayed in a hotel in last 4 weeks and also their total bill amount for food, lodging and leisure activities. <table border="1" data-bbox="280 743 855 932"> <thead> <tr> <th>WEEK</th> <th>No. of guests</th> <th>Total Bill (Rs.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>4</td> <td>100</td> </tr> <tr> <td>2</td> <td>2</td> <td>300</td> </tr> <tr> <td>3</td> <td>4</td> <td>400</td> </tr> <tr> <td>4</td> <td>6</td> <td>800</td> </tr> </tbody> </table> What is the value of unit price for the hotel? A. Rs.100 B. Rs.200 C. Rs.600 D. Rs.800	WEEK	No. of guests	Total Bill (Rs.)	1	4	100	2	2	300	3	4	400	4	6	800	1
WEEK	No. of guests	Total Bill (Rs.)															
1	4	100															
2	2	300															
3	4	400															
4	6	800															
15.	Nonika Ltd. manufactures two types of calculators, Basic Model and Scientific Calculators. The total fixed cost of entire operations is Rs. 1,40,000. <table border="1" data-bbox="280 1302 1344 1570"> <thead> <tr> <th></th> <th>Basic Calculator (Per pcs)</th> <th>Scientific Calculator (per pcs)</th> </tr> </thead> <tbody> <tr> <td>Selling price per box</td> <td>370</td> <td>575</td> </tr> <tr> <td>Variable cost</td> <td>120</td> <td>175</td> </tr> <tr> <td>Sales Mix</td> <td>70%</td> <td>30%</td> </tr> </tbody> </table> The weighted average contribution will be _____ (A) Rs. 650 (B) Rs. 455 (C) Rs. 295 (D)Rs. 560		Basic Calculator (Per pcs)	Scientific Calculator (per pcs)	Selling price per box	370	575	Variable cost	120	175	Sales Mix	70%	30%	1			
	Basic Calculator (Per pcs)	Scientific Calculator (per pcs)															
Selling price per box	370	575															
Variable cost	120	175															
Sales Mix	70%	30%															
16.	Gross working capital is the sum total of all of the business. (A)Non-current assets (B)Current Assets	1															

	(C)Current liabilities (D)Non-current liabilities	
17.	A may be defined as an organized mechanism meant for effective and smooth transfer of money capital or financial resources from the investors to the entrepreneurs. (A)Capital Market (B)Consumer Market (C)Product Market (D)Service Market	1
18.	Primary market is basically to facilitate transfer of resources from the savers to the entrepreneurs seeking funds for: (A) Setting new enterprises (B) Expanding (C) Diversifying (D) All of above	1
SECTION B		
19.	Ragini, a career oriented mother, hardly got time to cook for the family. She decided to hire a cook but was not able to find one who could cook according to the taste of the family. Her sister Abha sensed that this problem is not only faced by her sister but also by many working women. She launched a website namely 'Dial for food' where housewives who had culinary ability and were interested to cook could drop in their contact details and households where specific cuisine was required could leave in their requirements so that through the website home cooked food could be delivered. The website mainly helped in identifying the requirement and fulfilled it through providing delivery service. Identify any two uses of problem identification to Abha. 1.Bring out new products in the market 2. Understand the problems and needs of the market 3. Be creative 4. Increase employment generation 4. Increase national income	2
20.	Arjun finished his graduation from Polytechnic college in the year 2019. He had specialised in repairing of electronic goods. After few months of his graduation, he met his uncle who has a small factory manufacturing electronic circuits used in Television. His uncle informed Karan that he could no longer run the unit so Karan decided to take over the factory. His uncle had two workers. Karan was able to get a huge order of supplying 10,000 units of electronic circuits every month from a popular TV manufacturing company in India. He knew that to meet the orders timely he has to employ more people. In order to do so he decided to formulate Manpower planning. Describe the factors that Arjun has to keep in mind while formulating manpower plan. 1.What kind of people are required? 2) How many people are required? 3) How will they be selected?	2

21.	<p>In a bid to send astronauts to Mars, US space agency Nasa has invited applications for four people to live in a simulated Martian exploration habitat in order to prepare them for the real life challenges of future missions to the red planet. Nasa started taking applications for participants to live for a year in Mars Dune Alpha, a 1,700-square-foot Martian habitat created by a 3D-printer that is inside a building at Johnson Space Center in Houston.</p> <p>(i)Identify the macro environment factor which has influenced Nasa to develop Mars Dune Alpha.</p> <p>(ii)Define any other macro environmental factor.</p> <p>(a)Technological</p> <p>(b)Political/economical/social/legal/ecological- define any one</p>	2
22.	<p>It refers to the difference between the value of the combined firm and the value of the sum of the participants. It accrues in the form of revenue enhancement and cost savings. For example, if firms A and B merge and the value of the combined entity—$V(AB)$—is expected to be greater than (V_A+V_B), the sum of the independent values of A and B, the combined entity is said to be benefitting.</p> <p>(a)Identify the concept stated in the above-mentioned details.</p> <p>(b)What are the different types of the above identified concept?</p> <p>(a)Synergy</p> <p>(b)Operating and financial synergy</p>	2
23.	<p>State with reason for difference of cash conversion cycle for a sugar manufacturing company and Furniture manufactured against order.</p> <p>For trading, where there is no manufacturing (or conversion), the operating cycle will be shorter.</p> <p style="text-align: center;">OR</p> <p>What is meant by cash conversion cycle?</p> <p>The cash conversion cycle (CCC or Operating Cycle) is the length of time between a firm's purchase of inventory and the receipt of cash from accounts receivable. It is the time required for a business to turn purchases into cash receipts from customers.</p>	2
24.	<p>A license holder can only sell medicines in the market. In this situation the pharmaceutical company should take care the distribution of the product only through licensed middlemen.</p> <p>(a)Name the component of marketing mix mentioned in above para.</p> <p>(b)State the factor/consideration related to the component identified in (a)</p> <p>(a)Place/Distribution</p> <p>(b) Considerations related to government</p>	2
SECTION C		
25.	<p>‘Kindercare’ is a successful brand name in the field of playschool across the country. They decided to increase the number of branches all throughout the country. For this</p>	3

	<p>purpose, they decided to give exclusive rights to individuals in return for a regular payment.</p> <p>The various conditions included were:</p> <ol style="list-style-type: none"> a. Interested individuals need to have Minimum 2000 feet area and are ready to invest around 10,00,000. b. Books and uniform to be procured from Kindercare headquarters only. c. Content, technical and accounting assistance would be provided. d. Teacher training for a month. <p>(i)Identify and define the type franchising offered by ‘Kindercare’.</p> <p>(ii)Define any other type of franchising.</p> <ol style="list-style-type: none"> (i) Business format franchise opportunity (ii) Product franchise business opportunity: Manufacturers use the product franchise to govern how a retailer distributes their products. The manufacturer grants a store owner the authority to distribute goods by the manufacturer and allows the owner to use the name and trademark owned by the manufacturer. Manufacturing franchise opportunity: These types of franchises provide an organization with the right to manufacture a product and sell it to the public, using the franchisor's name and trademark. This type of franchise is found most often in the food and beverage industry. Business franchise opportunity ventures: These ventures typically require that a business owner purchases and distributes the products for one specific company. The company must provide customers or accounts to the business owner, and in return, the business owner pays a fee or other consideration as compensation. – any one definition 	
26.	<p>Fruity is a new mixed fruit juice introduced by Healthy Beverages Ltd. The mixed fruit juice has been fortified using various vitamins and minerals.. In order to capture huge market share, they decided to give exclusive rights to retailers to manufacture and sell the product to the public.</p> <p>State any three benefits for Healthy Beverage Ltd for adopting such strategy for business expansion.</p> <p>Quick expansion The most obvious advantage of franchising for an entrepreneur is that it allows the venture to expand quickly using little capital. This advantage is significant when we reflect on the problems and issues that an entrepreneur faces in trying to manage and grow a new venture.</p> <p>Cost advantages The mere size of a franchised company offers many advantages to the franchisees. The franchisor can purchase supplies in large quantities, thus achieving economies of scale that would not have been possible otherwise.</p> <p style="text-align: center;">Explanation with proper heading</p>	3
27.	<p>ABC Ltd., decided to raise funds by issuing shares. The finance department felt that the company should offer the shares to existing shareholders on a pro-rata basis.</p> <p>(i)Name the method of raising the funds being suggested by the finance department.</p> <p>(ii)Discuss any other method of raising fund apart from the method identified in (i).</p>	3

	<p>(i) Right Issue</p> <p>(ii) Public issue / going public Public issue is the most popular method of raising capital these days by the entrepreneurs. This involves raising of funds directly from the public through the issue of prospectus. An enterprise organizing itself as a public limited company can raise the required funds commonly by preparing a prospectus.</p> <p>Rights issue Rights issue is a method of raising additional finance from existing shareholders by offering securities to them on pro-rata basis i.e. giving them a right to a certain number of shares in proportion to the shares they are holding.</p> <p>Private placement Private placement means the direct sale by a company of its securities to a limited number of sophisticated investors.</p> <p>Stock options or offering shares to the employees has gained much popularity in many countries of the world. This method enables employees to become shareholders and share the profits of the company. Any 1 explanation with heading</p>	
28.	<p>Discuss any three features of sole proprietorship business.</p> <p>Individual ownership: This business is exclusively owned by a single person.</p> <p>Individual management and control: "What is to be done, how it is to be done, and when it is to be done" - all affairs are managed and controlled by the sole proprietor. Though, competent people can also be employed for efficient management.</p> <p>3) Individual financing: All investment is made by the proprietor. Though, if required he/she has access to loans and debts to procure funds for business.</p> <p>4) No separate legal entity: Legally, the proprietor and proprietorship are one and the same business and owner exists together, thus with owner's death, business too dies.</p> <p>5) Unlimited liability: The proprietor is liable/responsible for all losses arising from business. In case the business assets are insufficient to pay off liabilities, his/her personal property can be called upon to pay his business debts.</p> <p>6) Sole beneficiary: The sole proprietor alone is entitled to all the profits and losses of business. So he/she puts his/her heart and soul to increase his/her profits.</p> <p>7) Easy formation and closure: Sole proprietorship is subjected to minimum legal formalities and regulations both at the time of commencing and/or closing.</p> <p>8) Limited area of operation: This form of business generally has a limited area of operation due to: • limited finance availability • limited managerial abilities</p> <p style="text-align: center;">OR</p> <p>Discuss any three features of a Joint Stock Company.</p> <p>1) Voluntary association A single person cannot constitute a company. At least two persons, voluntarily, must join hands to form a private company, while a minimum of seven persons are required for a public company.</p>	3

2) **Artificial person** A company is created by law. Though, it has no body and no conscience, it still exists as a person, having a distinct personality of its own. Separate legal entity A company has an independent status, different from its members. This implies that a company cannot be held liable for the actions of its members and vice-versa. Company has a distinct entity separate from its members.

4) **Common seal** Being an artificial person, company cannot sign the documents. Hence, it uses a common seal on which its name is engraved. Putting the common seal on papers, is equivalent to that of signatures of a human being, making them binding on the company.

5) **Limited liability** The liability of the shareholders of a company is normally limited to the amount of shares held or guarantee given by them.

6) **Transferability of shares** No shareholder is forever wedded to the company. Subject to certain conditions, the shares are freely transferable. The private companies do impose some restrictions on the transfer of shares.

7) **Diffusion of ownership and management** In this form of organisation, entrepreneur should clearly understand there exists separation of ownership from management. As the shareholders could be scattered across country here, they give the right to the directors to manage the company's affairs.

29. Calculate the break-even point in units for the following three products: 3

Products	A	B	C
Selling price per box	Rs.30	Rs.45	Rs.60
Variable cost	Rs.15	Rs.30	Rs.20
Sales Mix	30%	30%	40%

Contribution = 15 15 40
WAC = 4.5 4.5 16
TWAC = 25
BEP in units = 50,000/25= 2000
A = 600 units
B = 600 units
C = 800 units

SECTION D

30. All ideas need not necessarily become sound business opportunities. We have to assess it in terms of the potentiality of the opportunity. In the light of above statement explain the steps involved in this type of investigation of idea. 5

Product identification An idea should lead the entrepreneur to a definite product/service which he can sell. So the first step is to obtain a concept of the product or service suggested by one idea. We should also see whether this product is already available in the market or not. If it is, then we should identify the reason for introducing the same product or service in the market.

	<p>Application and use Ideas should be examined for their real life use and application. If it already exists in the market, we will have to find out its present use, then we may think of modifying it for better use.</p> <p>Level of operation This is a crucial test for product/service identification. Depending on the use of the product/service the entrepreneur will produce it in a cottage industry or a small scale– industry or a large–scale industry.</p> <p>Cost What is the per unit cost of the product at particular level of operation? Whether this cost is comparable with that of other competitive products.</p> <p>Competition Any product or service will face market competition at some stage. So market competition should be assessed through a study of the trends in demand and supply.</p> <p>6. Technical complexity These are important issues that have to be resolved.</p> <p>7. Annual turnover and profit margin Ideas should also have to be examined on the basis of expected annual turnover. This will also indicate the market share of the product or service.</p>	
31.	<p>Calculate the Return on Equity (ROE) for Maruti International Limited are given below:</p> <p>Investment- Rs. 8,00,000</p> <p>Borrowed Funds- Rs.60,000. Interest rate per annum is 10%.</p> <p>Monthly sales revenue is Rs. 70,000.</p> <p>Cost of goods sold is Rs.30,000.</p> <p>Fixed expenses Rs. 20,000</p> <p>Depreciation Rs.5,000</p> <p>Tax @ 20%.</p> <p>Calculate Return on Investment from the above details.</p> <p>GP = 70,000 – 30,000= Rs.40,000</p> <p>NPBT = 40,000 – 20,000 – 5000 – 6000 = 9,000</p> <p>NPAT = 9000 – 1,800 = 7200.</p> <p>ROI = 7200/800000 x 100 = 0.9%</p>	5
32.	<p>Explain the four stages an entrepreneur can seek finance from a venture capital firm.</p> <p>Seed capital finance It refers to the capital required by an entrepreneur for conducting research at precommercialization stage. During this stage, the entrepreneur has to convince the investor (VC) why his idea/product is worthwhile. The investor will investigate into the technical and the economical feasibility of the idea.</p> <p>Start up finance If the idea/product/process is qualified for further investigation and/or investment, the process will go to the second stage; this is also called the start-up stage. A business plan is presented by the entrepreneur to the VC firm. A management team is being formed to run the venture. If the company has a board of directors, a person from the VC firms will take seats at the board of directors.</p> <p>Second-round financing At this stage, we presume that the idea has been transformed into a product and is being produced and sold. This is the first</p>	5

	<p>encounter with the rest of the market, the competitors and attempt is to squeeze in the market and get some market share from the competitors. In general, this is the last stage of the venture capital financing process. The main goal of this stage is for the venture to go public so that investors can exit the venture with a profit commensurate with the risk they have taken.</p> <p style="text-align: center;">OR</p> <p>Who are Angel Investors? State any four features of Angel Investors. They fill the gap in start-up or early stage financing between "friends and family", by providing seed funding and formal venture capital. Humorously, they were once given the acronym FFF – i.e. FRIENDS, FAMILY AND FOOLS. Most angel investors are current or retired executives, business owners or high net worth individuals who have the knowledge, expertise, and funds that help start-ups match up to industry standards. As angel investors bear extremely high risk and are usually subject to dilution from future investment rounds. They expect a very high return on investment.</p> <p>3) Apart from investing funds, most angels provide proactive advice, guidance, industry connections and mentoring start-ups in its early days. 4) Their objective is to create great companies by providing value creation, and simultaneously helping investors realize a high return on investments. 5) They have a sharp inclination to keep abreast of current developments in a particular business arena, mentoring another generation of entrepreneurs by making use of their vast experience.</p>	
33.	<p>Arushi finished her graduation course on designing from a reputed university. She wanted to pursue higher studies from a foreign university. Her father felt that she should work for some time, gain some experience and then proceed to further study. Taking his advice she joined a top advertising firm ‘Crypton Ltd’. The company was very famous and they had several important clients. As her first assignment, Arushi had to design an advertisement for print media for one of their major clients ‘Amoridilla Soaps’. They were introducing new ayurvedic soap and they wanted Crypton to design an advertisement which was unique. Arushi started researching on the various rules of designing advertisement. She learnt that all good advertisements should elicit responses.</p> <p>(a) State the rules to be followed while designing an advertisement. (b) State any three objectives of advertisement. (c) What is the advantage of press advertising?</p> <p>(a) Aim-Target-Media-Competition (b) Make business and product name familiar to the public Create goodwill and build a favourable image Educate and inform the public Offer specific products or services Attract customers to find out more about your product or service</p> <p>(c) Press advertising is suitable for image building, information dissemination and sales campaigns. It is also a very affordable option for small businesses.</p>	5

34.	<p>Vinod an unemployed graduate got training for automobile repairing and allied services under PMKVY (Pradhan Mantri Kaushal Vikas Yojana) for skill development. He is planning to start a digital workshop for which he needs Rs.25 lacs. Though through MUDRA (Micro Units Development and Refinance Agency) he is able to get a loan of Rs.10 lacs but still he is falling short of Rs.15 lacs. He wants to pitch in his idea to potential investors through his business plan.</p> <p>Explain the different formats in which he can present his business plan for his start-up.</p> <p>i) Elevator pitch: It is a three minute summary of the business plan's executive summary. This is often used as a teaser to awaken the interest of potential funders, customers, or strategic partners.</p> <p>ii) A pitch deck with oral narrative : A hopeful, entertaining slide show and oral narrative that is meant to trigger discussion and interest potential investors in reading the written presentation, i.e. the executive summary and a few key graphs showing financial trends and key decision making benchmark.</p> <p>iii) A written presentation for external stakeholders: A detailed, well written, and pleasingly formatted plan targeted at external stakeholders.</p> <p>iv) An internal operational plan: A detailed plan describing planning details that are needed by management but may not be of interest to external stakeholders.</p>	5
-----	---	---