

**Internal assessment**  
**Shivaji College, University of Delhi**  
**Class Test**  
**New venture planning and implementation**

**Marks:20**

**5<sup>th</sup> April 2024**

**Duration:40 mins**

**Attempt any two the questions.**

**Each question carries equal marks.**

Q1: Explain the various stages of project life cycle in detail ? (10)

Q2. 'Creativity leads to generation of novel and innovative ways of doing business.' In the light of above statement, discuss the Entrepreneurial creative ideation process. (10)

Q3. When starting a new business, market feasibility analysis becomes a valuable step. Comment. What would an entertainment Co. ABC Ltd., who is planning to open a new amusement park would include in its market feasibility study? (10)

Q4. Write short notes on any two of the following: (5\*2=10)

(a)Cost-Benefit analysis

(b)Mind mapping

(c) Technical analysis

(d) TRIZ

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