

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830007

Date: 27-05-2015

Subject Name: New Enterprise and Innovation Management (NE&IM)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Why should an entrepreneur develop a business plan? Who should writes business plan for an entrepreneur? **07**
- (b) What is Entrepreneurship? Discuss role of entrepreneurship in economic development **07**
- Q.2** (a) What is an entrepreneur? How an entrepreneur is differ from Intrapreneur and Manager? **07**
- (b) What are the key sources of identifying opportunities? **07**
- OR**
- (b) Are female entrepreneurs more likely to start certain business than mail entrepreneurs? Discuss with suitable example. **07**
- Q.3** (a) “Feasibility analysis is important for starting new business” Give your view. **07**
- (b) Are you interested in someday launching a small business? If so, when? What kind of business? Describe it. **07**
- OR**
- Q.3** (a) Explain various types of venture capital firms. **07**
- (b) One entrepreneur claims, “Creativity unrelated to a business plan has no value.” What does this mean? Do you agree? **07**
- Q.4** (a) In what ways have the internet and e-commerce changed the ways companies do business? **07**
- (b) What are the advantages and disadvantages of buying an existing business? **07**
- OR**
- Q.4** (a) Discuss the role of institutional agencies like EDI for promoting EDPs in India? **07**
- (b) What is franchising? Discuss the advantages and the limitations of franchising for the franchisee. **07**
- Q.5** (a) Discuss the main organizational characteristics that facilitate the innovation process. **07**
- (b) What is capital? Describe the various types of capital a small business needs for its operation. **07**
- OR**
- Q.5** (a) Write short notes: **07**
1. National Small Industries Corporation Ltd.
 2. Simultaneous coupling model of Innovation
- (b) ‘Marketing Research is not only crucial for startup ventures but also very important for ongoing businesses to ensure continuous growth.’ In what ways does the relevance of marketing research differ for new ventures as against ventures that are well established? **07**
