

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830007

Date: 06-12-2014

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

Time: 10:30 am - 01:30 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)** Entrepreneurship plays a vital role in the Economic Development of a country. Do you agree with this statement? If yes, then describe how. **07**
- (b)** Distinguish between Entrepreneurial and Intrapreneurial mind. What are the characteristics of the Intrapreneurial leadership? **07**
- Q.2 (a)** A successful Entrepreneur possesses distinct Competences. Explain each. **07**
- (b)** Which are the possible ways by which an Entrepreneur can enter in International Business. Describe in detail the most common and most successful ways. **07**
- OR**
- (b)** Which all are the most lucrative and Innovative Business fields in which an entrepreneur can enter in India? **07**
- Q.3 (a)** Which all Feasibility Studies are to be undertaken by an Entrepreneur while preparing his Project Report/ Appraisal? **07**
- (b)** What do you understand by Break-Even Point. How do you arrive at the two Break-Even Points. Substantiate your answer by using the formulas and numerals. **07**
- OR**
- Q.3 (a)** What is a Business Plan? What is its importance and who reads the plan. Give the complete outline of a Business Plan. **07**
- (b)** What are the various sources available for funding a Business Enterprise? **07**
- Q.4 (a)** What is a small scale industrial unit. What special incentives/ preferences are given by the Government to SSI sector in India? **07**
- (b)** What care has to be taken while dealing with outside agencies like consultants etc.? **07**
- OR**
- Q.4 (a)** What is Venture Capital? Name the sources of Venture Capital financing in India. **07**
- (b)** Explain and describe VAT, CST, GST, Service tax, Excise, customs and labour laws. **07**
- Q.5 (a)** What is Franchising? Narrate its advantages and disadvantages for the Franchisee? **07**
- (b)** Define Mergers and Acquisitions. Explain the difference between the two. **07**
- OR**
- Q.5 (a)** What are the forms of Strategic Alliances? **07**
- (b)** What type of Organisational Structure facilitates Business Innovation? **07**
