

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 830003

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) What do you mean by entrepreneurship? How entrepreneurship is differ from enterprise explain. **07**

(b) Explain the role of entrepreneurship in economic development with suitable example in contemporary situations. **07**

Q.2 (a) What do you mean by business plan? Explain objectives and types of business plan. **07**

(b) "Venture capital is Risky capital" explain this statement. Describe venture capital funding process. **07**

OR

(b) "Finance is life blood for every business" -Explain. Discuss available sources of finance. **07**

Q.3 (a) How SSI is important for developing country? Discuss need and incentives for SSI. **07**

(b) What do you mean by statutory obligation? Explain with reference to Income tax, VAT, CST, and GST. **07**

OR

Q.3 (a) What do you mean by marketing plan? Explain key marketing issues for new venture. **07**

(b) Write short note on (any two) **07**
1) SIDBI (Small Industrial Development Bank of India)
2) NSIC (National Small Industries Corporation Ltd.)
3) KVIC (Khadi & Village Commission)

Q.4 (a) Explain Life cycle of the firm. And discuss strategy at different level. **07**

(b) Why Innovation is necessary? Discuss sources of Innovation. **07**

OR

Q.4 (a) Explain the Growth strategy. What are the types of Growth strategy? **07**

(b) What is the need of Merger? Explain types of Merger. **07**

Q.5 (a) Explain Competencies of good entrepreneur with reference to at least three successful entrepreneurs. **07**

(b) Write short note on: **07**
1) Strategic alliance
2) Leverage buyout

OR

Q.5 (a) Mr. Mehta wants your help for preparing a business plan for there new textile business unit. Please help him for designing a suitable business plan. **07**

(b) What do you mean by project appraisal? Explain project appraisal criteria. **07**
