

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 03– • EXAMINATION – SUMMER-2018

Subject Code: 830003

Date: 02/05/2018

Subject Name: New Enterprise and Innovation Management

Time: 2:30 PM To 5:30 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 is entrepreneurship? Discuss the personal characteristics and competencies of an Entrepreneur. 7

Q.1(b) Explain how an entrepreneur can contribute towards the progress of the economy and can help in reducing economic problems of the country. 7

Q.2(a) Write a short note on “Private Limited” form of business explain merits and shortcoming of this form of business. 7

Q.2(b) Why should an entrepreneur develop a business plan? Who should write business plan for an entrepreneur? 7

OR

Q.2(b) What is Strategic Alliance? Explain the various forms of Strategic Alliances. 7

Q.3(a) Describe various monetary and non-monetary incentives provided by Gujarat Government to promote SSI in Gujarat. 7

Q.3(b) Describe what is franchising, and explain the advantages and disadvantages from both franchise and franchisor view points. 7

OR

Q.3(a) What is feasibility analysis? Which are the different studies needs to be undertaken by an entrepreneur while preparing feasibility report. 7

Q.3(b) Explain various external sources of finance options available to start business. 7

Q.4(a) Define Innovation and Explain different Models of Innovations. 7

Q.4(b) Discuss the different modes of entry through which an entrepreneur can enter International markets. 7

OR

Q.4(a) Distinguish between Entrepreneurial and Intrapreneurial mind. What are the characteristics of the Intrapreneurial leadership? 7

Q.4(b) What is feasibility analysis? Which are the different studies needs to be undertaken by an entrepreneur while preparing his/her project appraisal/report? 7

- Q.5 (a)** Write a short note on Venture Capital. 7
Q.5 (b) Discuss various factors affecting for R&D. 7

OR

- Q.5(a)** Discuss what you understand by Innovation and what is the role of Innovation in successful entrepreneurship during various stages of the enterprise's business life cycle. Discuss quoting suitable examples. 7
Q.5(b) Write a note on various tax liabilities in starting a Unit. 7
