

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- III EXAMINATION – WINTER 2015

Subject Code:830003

Date: 02/12/2015

Subject Name: New Enterprise and Innovation Management

Time:10.30 AM to 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)** “Entrepreneurs are born not made”. Do you agree and why ? Also discuss the role of entrepreneurs in the economic development. **07**
- (b)** What is Intrapreneurial Mind? List out the characteristics for the same. **07**
- Q.2 (a)** Discuss the various forms of strategic alliances. **07**
- (b)** List out the financial support, incentives and benefits extended to SSI in India. **07**
- OR**
- (b)** Highlight about the various Institutional support and non-financial aid available to SSIs in India. **07**
- Q.3 (a)** What is Business Plan? Give detailed Outline of a business plan . **07**
- (b)** What is a Single window Concept and explain with example of Gujarat Government taking the initiative for supporting SSI . **07**
- OR**
- Q.3 (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. **07**
- (b)** Discuss the various source of external finance for funding the growth of an organization. **07**
- Q.4 (a)** Mention different sources of funding for research and development. **07**
- (b)** Explain the importance of organizational culture in order to support innovation. **07**
- OR**
- Q.4 (a)** Describe what is franchising, as also its advantages and disadvantages. **07**
- (b)** What is feasibility analysis? Discuss various aspects of financial feasibility analysis. **07**
- Q.5 (a)** Explain the relationship between R&D investment & company success with relevant examples. **07**
- (b)** **07**
- OR**
- Q.5 (a)** Today all business are striving to bring their presence on the internet platform. Discuss the ecommerce scenario in India and its future. (Give suitable examples) **07**
- (b)** Write a note on various tax liabilities in starting a Unit and also explain the various Project Appraisal Criteria . **07**
