

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER- III EXAMINATION – WINTER 2019****Subject Code: 2830007****Date: 2-12-2019****Subject Name: New Enterprise and Innovation Management****Time: 10:30 AM TO 1.30 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) Objective Questions** **06**
- 1 Individuals influencing an entrepreneur's career choice and style are known as which of the following?  
a) Role model  
b) Moral-support network  
c) Professional support network  
d) Support system
  - 2 Why should an entrepreneur do a feasibility study for starting a new venture?  
a) To see if there are possible barriers to success  
b) To identify possible sources of funds  
c) To estimate the expected sales  
d) To explore potential customers
  - 3 Any patents, trade secrets, trademarks held by entrepreneur is known as  
a) Discloser document  
b) Patent  
c) Intellectual Property  
d) None of the above
  - 4 Which of the following shows the process of creating something new?  
a) Business Model    b) Modeling    c) Innovation    d) Creative Flexibility
  - 5 Having less than 50 percent of equity share in a venture is called:  
a) Minority interest    b) Joint venture  
c) Majority interest    d) Exporting
  - 6 Which of the following is alternatively called corporate venturing?  
a) Entrepreneurship    b) Intrapreneurship    c) Act of stating a new venture  
d) Offering new products by an existing company
- Q.1 (b) Define the terms** **04**
- 1) Innovation
  - 2) Creativity
  - 3) Joint Venture
  - 4) Strategic Alliance
- Q.1 (c) Write a note on GST** **04**
- Q.2 (a) Define Entrepreneurship and Discuss the role of entrepreneur in the economic development of any country** **07**
- (b) Explain in brief the competencies required in a good entrepreneur** **07**

- (b) Describe various monetary and non monetary incentives provided to promote SSI in India / Gujarat 07
- Q.3** (a) 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
- (b) What are the advantages and disadvantages of buying an existing business? 07
- OR**
- Q.3** (a) What is Innovation? Explain different Models of Innovations 07
- (b) What is franchising? Discuss the advantages and the limitations of franchising for the franchisee 07
- Q.4** (a) Discuss the registration procedure for setting up of SSI 07
- (b) Some organizations are more “innovative” than others. Describe the characteristics of these organizations which support and promote innovation 07
- OR**
- Q.4** (a) Write a Note on Venture Capital 07
- (b) What is Strategic Alliance? Explain the forms of Strategic Alliances 07
- Q.5** (a) You are into business of manufacturing and selling of LED light. Prepare an outline of your business plan of expanding the market of your goods considering key business partners, key activities for your business, unique value propositions, the customer segments, the customer relationship, the possible channels for reaching the customers, the key resources required, the cost structure and the sources of revenue stream. 14
- OR**
- Q.5** (a) You want to start business of online selling of organic vegetables and fruits but does not have enough funds. How you can have fund from the external sources of finances both short term as well as long term. 14

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