

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

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