

Seat 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

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