

**GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA – SEMESTER 3 – • EXAMINATION – WINTER 2016

**Date: 02/01/2017**

**Subject Name: New Enterprise and Innovation Management (NE&IM)**

**Total Marks: 70**

### Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q1(a) Multiple Choice Questions [6]

- \_\_\_\_\_ is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet.
  - E-commerce
  - Venture Capital
  - Crowd Funding
  - Term Loan
- Which of the following is a characteristics of an entrepreneur?
  - Initiative
  - Seek Opportunity
  - Self Confidence
  - All the above
- One of the following is not among the main internal factors affecting the choice for market entry mode:
  - Firm Size
  - Product
  - Demand Uncertainty
  - International Experience
- Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?
  - Merger
  - Joint Venture
  - Minority Interest
  - Majority Interest
- Which of the following is alternatively called corporate venturing?
  - Entrepreneurship
  - Intrapreneurship
  - Act of starting a new venture
  - Offering new product by existing company
- Which step is not a part of developing a business plan?
  - Developing a marketing plan
  - Developing a production plan
  - Developing an operational Plan
  - Developing an organizational structure

Q1(b) Define the following: [4]

- a. VAT    b. Service Tax  
c. Angel Investor                                d. HNIs

Q1(c) Explain the steps involved in entrepreneurial process. [4]

Q2(a) Why should an entrepreneur develop a business plan? Who should write business plan for an entrepreneur? [7]

Q2(b) What is franchising? Discuss the advantages and the limitations of franchising for the franchisee. [7]

OR

Q2(b) What is capital? Describe the various types of capital a small business needs for its operation. [7]

Q3(a) What is entrepreneurship? Discuss the personal characteristics and competencies of an Entrepreneur. [7]

Q3(b) Distinguish between Entrepreneurial and Intrapreneurial mind. What are the characteristics of the Intrapreneurial leadership? [7]

OR

Q3(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. [7]

Q3(b) What is a small scale industrial unit? What special incentives/ preferences are given by the SEDBI to SSI sector in India? [7]

Q4(a) What is Strategic Alliance? Explain the forms of Strategic Alliances. [7]

Q4(b) What type of Organizational Setup that facilitates Business Innovation? [7]

OR

Q4(a) What is Innovation? Explain different Models of Innovations. [7]

Q4(b) Differentiate in detail between traditional and e-commerce business. [7]

Q5 You are Rajkot based manufacturer of auto part. 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

Q5 Mr. Mehta wants to open a Garment Shop but does not have enough funds. Guide Mr. Mehta that, how he can have fund from the external sources of finances both short term as well as long term, for his Garment shop. [14]

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