

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 03– • EXAMINATION – WINTER 2015**

**Subject Code: 2830007****Date: 02/12/ 2015****Subject Name: New Enterprise & 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)** Select the Correct Options. **06**

1. \_\_\_\_\_ are set up to provide an internationally competitive duty free & hassle free environment for export production at low cost.  
A. Export Promotional Councils      B. Exim Banks  
C. Export Processing Zones &      D. Export Credit Guarantee  
Special Economic Zones      Corporation Ltd.
2. Which one of the following is NOT a characteristic of a good entrepreneur?  
A. Assertiveness      B. Aggressiveness  
C. Persistence      D. Persuasion
3. The effective rate of service tax from 1 June 2015 is  
A. 12.36 %      B. 10.34 %  
C. 14.42 %      D. 14 %
4. According to Micro, Small & Medium Enterprises Development (MSMED) Act, 2006, the definition of Small Scale Industry under “Manufacturing Sector” is the unit having investment in Plant & Machinery of  
A. More than twenty five lakh      B. Does not exceed twenty five lakh  
rupees but does not exceed      rupees.  
five crore rupees.  
C. More than ten lakh rupees but      D. More than five crore rupees but  
does not exceed two crore      does not exceed ten crore rupees.  
rupees.
5. According to matrix given by Igor Ansoff for Internal Growth Strategy, to grow in existing old markets with existing old products \_\_\_\_\_ Strategy is used  
A. Market Development      B. Product Development  
C. Market Penetration      D. Product Diversification
6. \_\_\_\_\_ is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet.  
A. E-commerce      B. Venture Capital  
C. Crowd funding      D. Term Loan

- Q.1 (b) Define / Answer in Short. **04**  
 a) Entrepreneur.  
 b) VAT.  
 c) Motivation to become an entrepreneur.  
 d) Innovation.

Q.1 (c) Explain in brief the competencies required in a good entrepreneur. **04**

Q.2 (a) Explain how an entrepreneur can contribute towards the progress of the economy and can help in reducing economic problems of the country. **07**

(b) What is a Business Plan? Explain in brief the structure of a business plan. **07**

**OR**

(b) Explain the importance of Break Even Analysis. Show with an example how you will compute breakeven quantity & sales algebraically. **07**

Q.3 (a) Explain the components of business feasibility report and inclusions in it. **07**

(b) Describe various monetary and non monetary incentives provided to promote SSI in India / Gujarat. **07**

**OR**

Q.3 (a) State the differences between traditional business and e-commerce business. **07**

(b) What are the different sources from where you can source funds for your business? **07**

Q.4 (a) Explain different Models of Innovations. **07**

(b) Explain Strategic alliance by citing some examples from India **07**

**OR**

Q.4 (a) Some organizations are more “innovative” than others. Describe the characteristics of these organizations which support and promote innovation. **07**

(b) Explain the basis of allocation of R & D budget by you for your firm. **07**

Q.5 You are planning to start a “Pickles & Jam” Factory under Small Scale Sector in Gujarat. Explain the procedure of registration of your firm under SSI, licenses to be obtained and various Statutory Compliances & Acts applicable to you. **14**

**OR**

Q.5 You are working on a rural startup for “Organic Vegetables & Fruits” business of producing and selling fruits and vegetables that are free from chemicals and pesticides. Prepare an outline of your business 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**

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