

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER- III EXAMINATION – WINTER 2015

Subject Code:830003**Date: 02/12/2015****Subject Name: New Enterprise and 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) “Entrepreneurs are born not made”. Do you agree and why ? Also discuss the role of entrepreneurs in the economic development. **07**
- (b) What is Intrapreneurial Mind? List out the characteristics for the same. **07**
- Q.2** (a) Discuss the various forms of strategic alliances. **07**
- (b) List out the financial support, incentives and benefits extended to SSI in India. **07**
- OR**
- (b) Highlight about the various Institutional support and non-financial aid available to SSIs in India. **07**
- Q.3** (a) What is Business Plan? Give detailed Outline of a business plan . **07**
- (b) What is a Single window Concept and explain with example of Gujarat Government taking the initiative for supporting SSI . **07**
- OR**
- Q.3** (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. **07**
- (b) Discuss the various source of external finance for funding the growth of an organization. **07**
- Q.4** (a) Mention different sources of funding for research and development. **07**
- (b) Explain the importance of organizational culture in order to support innovation. **07**
- OR**
- Q.4** (a) Describe what is franchising, as also its advantages and disadvantages. **07**
- (b) What is feasibility analysis? Discuss various aspects of financial feasibility analysis. **07**
- Q.5** (a) Explain the relationship between R&D investment & company success with relevant examples. **07**
- (b) **07**
- OR**
- Q.5** (a) Today all business are striving to bring their presence on the internet platform. Discuss the ecommerce scenario in India and its future. (Give suitable examples) **07**
- (b) Write a note on various tax liabilities in starting a Unit and also explain the various Project Appraisal Criteria . **07**
