

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 03– • EXAMINATION – WINTER 2018

Date:06/12/2018

Subject Name: New Enterprise & Innovation Management

Total Marks: 70

Instructions:

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

06

1. Having more than 50% ownership position that provides the entrepreneur with managerial control is called _____.
A. Joint Venture
B. Majority Interest
C. Horizontal Merger
D. Minority Interest
2. Which one of the following is an internal factor that influences an entrepreneur?
A. Technological capacity
B. Social Environment
C. Political Environment
D. Economic Environment
3. An incubator is
A. A government agency that advice & assist small businesses
B. A program through which private investment companies lend money to small businesses.
C. A centre that offers new businesses low cost offices with basic business services
D. A specific geographic area developed by government to attract private businesses.
4. Why should an entrepreneur do a feasibility study for starting a new business venture?
A. To see if there are possible barriers to success.
B. To identify possible sources of funds.
C. To estimate the expected sales.
D. To explore possible customers.
5. SSI registration should be filed / applied for with
A. Local Factory Inspector
B. SIDBI
C. Small Scale Industries Board
D. District Industries Centre (DIC)
6. Break Even Point (BEP) indicates a situation of
A. Profits higher than expenses
B. No Profit, No Loss
C. Expenses higher than profits
D. None of the above

- Q.1 (b) Define / Answer in Short **04**
 a) Good & Service Tax (GST)
 b) Intrapreneur.
 c) Interest Coverage Ratio.
 d) E-commerce

Q.1 (c) Entrepreneur's goals should be SMART. What are SMART goals? **04**

Q.2 (a) Describe Entrepreneurial Competencies. **07**

(b) You are having a business concept for which you have formulated a business plan. Enlist the purpose of making a Business Plan. **07**

OR

(b) Describe the factors you would include in technical feasibility. **07**

Q.3 (a) Describe various sources of funds to finance a business. **07**

(b) Mr. Laxman is considering buying a running business of manufacturing of Hosiery Products. Advise Mr. Laxman on which kind of issues can be there in such acquisition. **07**

OR

Q.3 (a) Describe the institutional support provided to MSME by various government & other bodies. **07**

(b) A Traditional Business differs in many ways from an e-commerce business. Explain. **07**

Q.4 (a) Elaborate on the purpose of Amalgamation. **07**

(b) Explain different types of innovations with examples. **07**

OR

Q.4 (a) Discuss internal growth strategies which an organization can adopt by using Ansoff Matrix. **07**

(b) Describe the characteristics of organizations that boost the innovation capability. **07**

Q.5 Yogita, a young engineer is working on a technological startup but is finding difficulty in getting initial funding for her startup. Explain to Yogita the concept of crowd funding as one of a modern source of external funding. **14**

Also explain to Yogita, the typical steps or process which she should go through to raise crowd fund through a crowd funding website.

OR

Q.5 You are working on a startup for "Baby Day Care Centre" business of baby sitting and care for kids of busy couples. 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**
