

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 03 – EXAMINATION – SUMMER 2017

Subject Code: 2830007

Date: 09/05/2017

Subject Name: New Entrepreneurship & Innovation Management

Time: 02.30 PM TO 05.30 PM

Total Marks: 70

Instructions:

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

- Q. No.** Select any one appropriate answer for the following MCQ **6**
- Q.1 (a)** Which statement is not true for entrepreneurs?
1. A. They generally stick to the processes already in use B. They take risk
2. C. They apply innovative ideas D. They are agents of adjustment
- All but which of the following is considered to be a myth associated with entrepreneurship?
2. A. Successful entrepreneurs are born not made B. First ventures are always successful
3. C. All entrepreneurs must willingly invest significant sums of money D. Successful entrepreneurs must have a break-through invention
- From the following, which one is not considered a key component of a business plan?
3. A. Sources of funding B. Market trend analysis
4. C. Methods for dissolution of the organization D. Description of products or services
- _____ is best described as doing something differently and has been described as discontinuous or complementary change.
4. A. Entrepreneurship B. Enterprise
5. C. Variance D. Innovation
- Someone working within an existing business to introduce innovation and change
5. A. Intrapreneur B. Entrepreneur
6. C. Venture Capitalist D. Enterprise
- The entrepreneur who is committed to the entrepreneurial effort because it makes good business sense is classed as a/an
6. A. Inventor B. Craftsman
7. C. Opportunist D. Hacker
- Q.1 (b)** Explain the terms **04**
1. Bootstrap Financing
 2. Rural Entrepreneurs
 3. LLP
 4. Intrapreneurs
- Q.1 (c)** Discuss in brief about the benefits of going international in your venture **04**
- Q.2 (a)** Distinguish between Intrapreneurs and Entrepreneurs in detail with examples **07**
- (b)** Explain the characteristics of successful entrepreneurs with reference to any successful entrepreneur. **07**

OR

- (b) Do you think that entrepreneurs are supporting and developing the economy of India? Discuss your viewpoint. 07

- Q.3** (a) What is feasibility study? Explain the importance areas of feasibility study with relevant corporate examples 07
- (b) Write a note on various indirect taxes presently applicable in India. Explain your viewpoint on application of GST as a replacement to all the indirect taxes. 07

OR

- Q.3** (a) Discuss in detail various long term and short term sources of finance required in an entrepreneurial businesses 07
- (b) What are the various institutional support and incentives provided by the Government of India to promote SSI 07
- Q.4** (a) What are various financing growth options available for an entrepreneur? 07
- (b) E - Commerce and M – Commerce are playing a vital role globally. Comment your viewpoint and state its contribution in the growth of entrepreneurial opportunities. 07

OR

- Q.4** (a) How growing franchising business leads to entrepreneurial growth? Also explain the points to be considered by starting any franchise business 07
- (b) Why is Innovativeness important in Entrepreneurship? Describe a few ways to promote innovativeness in an organization. 07

- Q5** Sangeeta Shah and Neela Desai were very close friends since school days, accompanying each other not only to the library but also to health gym every evening. 14

In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not co-incidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centres within the premises. Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counseled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination. However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Sangeeta has almost been offered a place by her uncle at Vesu in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

You are now required to help Sangeeta and Neela to address the following area 14

- 1. Prepare a business plan for their idea? 6**
- 2. What sources of finance can they explore? 4**
- 3. Design a Marketing Strategy for the venture 4**

OR

Q.5 Abhay Naik, a successful businessman from a small city in Maharashtra owns a business of textiles. He has achieved a huge success in the short span of 5 years with his entrepreneurial traits of being a high risk taker, intelligent and smart, good rapport building etc. He is now intending to go global for his business expansion. He has been successful in identifying the business expansion opportunities in South Asian countries. **Help him: 14**

- 1. Identifying the country/countries where Mr. Abhay should venture his business at an international level. Support your answer with the opportunities existing in those countries for textile business.**
- 2. What mode of entry he should select for successful venturing in the selected country? How his marketing strategy in that selected country would differ from India? Justify.**
- 3. What problems he can face while going international?**
