

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019

Subject Code: 2830007

Date: 06/05/2019

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

Time: 02:30 am 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.1 (a) Multiple Choice Questions 6**
1. Which one of the following gives suggestions for new product and also helps to market new products?
A. Existing products and services B. Distribution Channels
C. Central Government D. Consumers
 2. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
A. New Business Model B. Product Life Cycle (PLC)
C. Creative Destruction D. Product Line Extension
 3. Which of the following is alternatively called corporate venturing?
A. Intrapreneurship B. Social Entrepreneurship
C. Venture Capital D. None of the above
 4. Which one of the following is the most important characteristic of a successful business website?
A. Graphics B. Innovation
C. Speed D. Products
 5. Which of the following is a method of selling goods to another country by taking care of transactions?
A. Management Contract B. Importing
C. Indirect Exporting D. Direct Exporting
 6. Which of the following factor has allowed small companies to act like they are big ones?
A. Customers B. Economic Development
C. Technology D. Globalization
- Q.1 (b) Define/Answer in Short: 04**
1. Seed capital financing
 2. Angel Investor
 3. Price Skimming
 4. Scalable Startup
- Q.1 (c) Distinguish between Entrepreneurial and Intrapreneurial mindset in brief. 04**
- Q.2 (a) “Entrepreneurship plays a vital role in the Economic Development of a country”- Explain. 07**
- (b) Explain the different modes of entry through that an entrepreneur can enter in the International markets 07**
- OR**
- (b) What is a Business Plan? Explain the structure of a business plan in brief. 07**

- Q.3** (a) “Service sector is the most lucrative and Innovative Business fields of India, in which you as an entrepreneur can successfully execute your business”- Justify the statement with the startup example of your choice. **07**
- (b) In Business there are certain works that one has to carry out thought outside agencies. Explain in detail for each outside agency **07**

OR

- Q.3** (a) As an entrepreneur, Explain the advantages and disadvantages of buying an existing business in brief. **07**
- (b) Elaborate the statement “For a New Startup, it is essential to focus on key Marketing Issues”. **07**

- Q.4** (a) Elaborate the different stages in Venture Capital investing in brief. **07**
- (b) Explain important Schemes for SSI (Small Scale Industries). Explain Incentives for SSI (Small Scale Industries) in brief. **07**

OR

- Q.4** (a) In what ways have the internet and the E-Commerce changed the way companies interact with the customers and conduct business? **07**
- (b) What is Strategic Alliance? Explain some forms of Strategic Alliances in brief **07**

- Q.5** **Case Study** **14**

Hema and Rekha were two students studying a beautician course in a city college. They hailed from Pune, a metropolitan city and Mulshi- an upcoming village nearby Pune respectively. They become good friends during the course of their education. Hema hailed from an upper middle class family with her parents in influential Government jobs. Rekha hailed from a lower middle class family with her parents depending on farming their livelihood. They both started a long ambition to become successful in their life working independently.

They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Hema was against the idea of Rekha starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their Beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Rekha was strong in her view that she will succeed as a beautician in her own village rather than any other place.

Question:

- (1) What are the reasons for difference in views on establishing beauty clinic in respective places?
- (2) Explain the factors that influence the choice of location to start business.

OR

Q.5

Case Study

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Apeksha has a degree in robotics and she loves to design products. She started her career in 'Robo-Tech' which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs.

She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation. She was confident that she will not only earn in future but also serve the society through her venture too.

Question:

- (1) What entrepreneurial traits could Apeksha having?
- (2) How do you say that she could have made this business possible and against what odds?
- (3) Outline what is and could further be the innovation element in this Social entrepreneurship? How can she expand the business in future?
