Seat No.:	Enrolment No.

Subject Code:830003

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- III EXAMINATION - WINTER 2015

Date: 02/12/2015

Tir	•	Name: New Enterprise and Innovation Management 0.30 AM to 01.30 PM Total Marks:	70
	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. 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) (b)	Discuss the various forms of strategic alliances. List out the financial support, incentives and benefits extended to SSI in India.	07 07
	(b)	OR Highlight about the various Institutional support and non-financial aid available to SSIs in India.	07
Q.3	(a) (b)	What is Business Plan? Give detailed Outline of a business plan . What is a Single window Concept and explain with example of Gujarat Government taking the initiative for supporting SSI . \mathbf{OR}	07 07
Q.3	(a) (b)	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. Discuss the various source of external finance for funding the growth of an	07 07
	(D)	organization.	U7
Q.4	(a) (b)	Mention different sources of funding for research and development. Explain the importance of organizational culture in order to support innovation. OR	07 07
Q.4	(a) (b)	Describe what is franchising, as also its advantages and disadvantages. What is feasibility analysis? Discuss various aspects of financial feasibility analysis.	07 07
Q.5	(a)	Explain the relationship between R&D investment & company success with relevant examples.	07
	(b)	OR	07
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
