

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –III Examination Dec. - 2011**

**Subject code: 2830007**

**Date: 10/12/2011**

**Subject Name: New Enterprise and Innovation Management**

**Time: 10.30 am – 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) Which mode is considered as the finest way to enter for International Business? Explain in detail. 07
- (b) What is project appraisal? Explain difficulties of project appraisal. 04
- (b) What is Intrapreneurial Mind? List out the characteristics of Intrapreneurial Leadership. 03
- Q.2** (a) What is Business Plan? Give detailed Outline of a business plan. 07
- (b) Differentiate between International and Domestic entrepreneurship. 07
- OR**
- (b) Define Entrepreneurship. Also discuss the role of entrepreneurship in the Indian economic environment. 07
- Q.3** (a) What is SSI? Explain Prerequisite for starting a SSI Unit. 07
- (b) Write a short note on “Sole Proprietorship ” form of business. Why it is considered as a widely used form of business? Discuss merits and demerits of the same. 07
- OR**
- Q.3** (a) In Business there are certain works that one has to carry out through outside agencies. Explain in detail for each outside agency. 07
- (b) “In New venture it is very important to focus on key Marketing Issues” Do you agree with the statement. Give reasons. 07
- Q.4** (a) Meaning of Strategic Alliances and Networks with advantages and disadvantages. 07
- (b) Discuss Penetration strategy, Market development strategy, product development strategy and Diversification strategy with real life examples. 07
- OR**
- Q.4** (a) Define informal risk capital. What are the characteristics of informal risk capital investors? 07

- (b) Give brief account about Buying a running business and Explain its process. 07
- Q.5** (a) What is growth? What are external Resources available to grow a business? 07
- (b) Define the term Innovation? Discuss about Organization setup for innovation. 07
- OR**
- Q.5** (a) Give reasons and guidelines of selling business. 07
- (b) Mention different sources of funding for research and development. 07

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