

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 2830007

Date: 01-01-2013

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

Time: 10:30 pm – 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)** If the people with passion are identified, the benefits of grooming them as entrepreneurs are many, both from the individual perspective as well as from the society perspective and economy perspective. Elaborate on this statement with regard to : **07**
- i) The essential qualities and competencies of an entrepreneur.
 - ii) The contribution that entrepreneurs can make to the socio-economic development of a region / country.
- (b)** Exploring the right business idea and evaluating the same is, indeed, the first set of challenges to any to-be entrepreneur. i) According to you, can innovation be a possible solution ? **07**
- Explain your answer giving suitable examples.
- ii) Also explain, what it takes individuals and firms to be innovative.
- Q.2 (a)** How do a Preliminary Project Report and a Detailed Project Report differ in terms of their Purpose, Conduct and Content? Explain. **07**
- (b)** i) Give in brief, the sources of non-financial support for SSI/ SMEs. **07**
- ii) Discuss the role of SSIB (Small Scale Industries Board) and SIDO (Small Industry Development Organisation) in promoting entrepreneurship in the country.
- OR**
- (b)** i) List the major challenges to entrepreneurship growth in the country. **07**
- ii) Discuss the role of National Small Industries Corporation Ltd.(NSIC) in supporting and developing entrepreneurs.
- Q.3 (a)** Apart from the supporting agencies and Training Centers to help develop small entrepreneurs, they must be given certain incentives and benefits to facilitate their growth. Discuss the various assistance / concessions given by the Government. **07**
- (b)** It is important that entrepreneurs decide on the most suitable mix of obtaining finance. If you were to guide a budding entrepreneur, **07**
- i) What are the various internal and external sources of finance that you would talk to him / her about as possible options?
 - ii) While considering the sources of financial assistance, what aspects would you ask him/her to keep in mind?

OR

- Q.3 (a)** Discuss the role of DIC (District Industries Centre) , Centre for **07**

Entrepreneurship Development (CED) and Technical Consultancy Organisation (TCOs) in promoting entrepreneurship.

- (b) It is important that entrepreneurs decide on the most suitable mix of obtaining finance. If you were to guide a budding entrepreneur, **07**
- i) What are the sources of long-term finance that you would talk to him about?
 - ii) What aspects of investment, according to you, should the entrepreneur consider while choosing one or a combination of more than one source of finance?

Q.4 (a) Discuss the steps one must follow / keep in mind while approaching a lending Institute for a Term Loan? Discuss. **07**

- (b) Having got the finance, if one seeks to establish one's venture, **07**
- i) Which are the other aspects that one must start working at and with what care?
 - ii) What are the possible causes of delay in implementation and therefore, what must one do to avoid possible delays.

OR

Q.4 (a) i) To what extent do the environmental factors affect any business – whether in the introduction stage or in the growth stage. **07**

- ii) What factors and sub-factors therefore need to be analysed before aiming at the feasibility of any enterprise

Q.4 (b) i) To whom and why is Project appraisal very critical ? Explain. **07**

- ii) Also explain in brief, the various Project Appraisal Criteria.

Q.5 (a) The role of Small and Medium Enterprises in India is fast changing with the integration of the Indian economy with the Global economy. Firms that lack sustainable competitive advantage will get eliminated. What therefore, could be the strategic approaches for Small Scale Enterprises to keep growing amidst the various challenges ? Discuss with examples. **07**

- (b) i) What do you understand by Innovation Management? **07**
- ii) If Innovation has to happen to survive and grow existing businesses, discuss the organizational set-up required to facilitate and encourage innovations.

OR

Q.5 (a) Recently there was news on TV9 that 3 MBA pass – outs have started a business of Fresh vegetable supply, home to home, in Ahmedabad. In the light of this , discuss the following: **07**

- i) What entrepreneurial traits could these young boys be having ?
- ii) How do you think they could have made this business possible, and against what odds ?
- iii) What is and could further be the Innovation element in this business ?

(b) Write short notes on any two: **07**

- i) Key issues in buying a running business.
- ii) Financing Working Capital
- iii) Procedures and formalities for starting a new venture.
- iv) Training at EDII
- v) Intrapreneurship
