Seat No.:	Enrolment No.

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

U	Subject code: 2830007 Date: 10/12/2011 Subject Name: New Enterprise and Innovation Management		
•		0.30 am – 01.30 pm Total Marks: 70	
Instru	1. 2.	ns: Attempt all questions. Make suitable assumptions wherever necessary. 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. OR	07
	(b)		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 thought 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)		07
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
