Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER 03 – EXAMINATION – SUMMER 2017

S 7	Subje Fime	ect Code: 2830007 ect Name: New Entrepreneurship e: 02.30 PM TO 05.30 PM ections:	o & Inno	Date: 09/05/26 vation Management Total Mark		
		 Attempt all questions. Make suitable assumptions wherever Figures to the right indicate full man 	•			
Q. No.	Select any one appropriate answer for the following MCQ			CQ	6	
Q.1 (a)	Wh	ich statement is not true for entrepreneur				
1.	A.	They generally stick to the processes already in use	B.	They take risk		
		They apply innovative ideas but which of the following is considered	-	<u>-</u>	ship?	
2.	A.	Successful entrepreneurs are born not made	В.	First ventures are always succ		
	C.	All entrepreneurs must willingly invest significant sums of money	D	Successful entrepreneurs must a break-through invention	t have	
		m the following, which one is not consider	_			
3.	A.	Sources of funding	В.	Market trend analysis		
	C.	Methods for dissolution of the organization	D.	Description of products or ser	vices	
		is best described as doing something	differently	y and has been described as		
	y and has been described as					
4.	A.	ontinuous or complementary change. Entrepreneurship	B.	Enterprise		
	C.	Variance	D.	Innovation		
		Someone working within an existing business to introduce innovation and change				
5.	A.	Intrapreneur	B.	Entrepreneur		
	C.	Venture Capitalist	D.	Enterprise		
	The entrepreneur who is committed to the entrepreneurial effort because it makes good					
6.	busi	ness sense is classed as a/an				
0.	A.	Inventor	В.	Craftsman		
	C.	Opportunist	D.	Hacker		
Q.1	(b)	Explain the terms			04	
		1. Bootstrap Financing				
		2. Rural Entrepreneurs3. LLP				
Q.1	(c)	4. Intrapreneurs Discuss in brief about the benefits of go	oing intern	ational in your venture	04	
Q.1 Q.2	(c) (a)	Distinguish between Intrapreneurs and	_	-	07	
	(b)	Explain the characteristics of successful entrepreneur.	ful entrepre	eneurs with reference to any	07	

Do you think that entrepreneurs are supporting and developing the economy of India? 07 Discuss your viewpoint. What is feasibility study? Explain the importance areas of feasibility study with 0.3 (a) 07 relevant corporate examples Write a note on various indirect taxes presently applicable in India. Explain your 07 **(b)** viewpoint on application of GST as a replacement to all the indirect taxes. OR 0.3 Discuss in detail various long term and short term sources of finance required 07 (a) in an entrepreneurial businesses What are the various institutional support and incentives provided by the 07 Government of India to promote SSI **Q.4** What are various financing growth options available for an entrepreneur? **07** (a) E - Commerce and M - Commerce are playing a vital role globally. Comment your 07 viewpoint and state its contribution in the growth of entrepreneurial opportunities. OR How growing franchising business leads to entrepreneurial growth? Also 07 0.4 explain the points to be considered by starting any franchise business Why is Innovativeness important in Entrepreneurship? Describe a few ways to **07 (b)** promote innovativeness in an organization. Q5 Sangeeta Shah and Neela Desai were very close friends since school days, 14 accompanying each other not only to the library but also to health gym every evening. In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not co-incidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated fitness. Simultaneously, it was average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centres within the premises. Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counseled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination. However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Sangeeta has almost been offered a place by her uncle at Vesu in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

You are now required to help Sangeeta and Neela to address the following area

Prepare a business plan for their idea?
 What sources of finance can they explore?
 Design a Marketing Strategy for the venture

OR

Q.5 Abhay Naik, a successful businessman from a small city in Maharashtra owns a business of textiles. He has achieved a huge success in the short span of 5 years with his entrepreneurial traits of being a high risk taker, intelligent and smart, good rapport building etc. He is now intending to go global for his business expansion. He has been successful in identifying the business expansion opportunities in South Asian countries. **Help him:**

- 1. Identifying the country/countries where Mr. Abhay should venture his business at an international level. Support your answer with the opportunities existing in those countries for textile business.
- 2. What mode of entry he should select for successful venturing in the selected country? How his marketing strategy in that selected country would differ from India? Justify.
- 3. What problems he can face while going international?

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