Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – SUMMER • 2015

Subject Code: 830003 **Date: 27-05-2015**

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

Time: 14:30 pm – 17:30 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)**	What do you mean by entrepreneurship? How entrepreneurship is differ from enterprise explain.	**07**
	(b)	Explain the role of entrepreneurship in economic development with suitable example in contemporary situations.	**07**
Q.2	**(a)**	What do you mean by business plan? Explain objectives and types of business plan.	**07**
	(b)	"Venture capital is Risky capital" explain this statement. Describe venture capital funding process.	**07**
		OR	
	(b)	"Finance is life blood for every business" -Explain. Discuss available sources of finance.	**07**
Q.3	**(a)**	How SSI is important for developing country? Discuss need and incentives for SSI.	**07**
	(b)	What do you mean by statutory obligation? Explain with reference to Income tax, VAT, CST, and GST.	**07**
		OR	
Q.3	**(a)**	What do you mean by marketing plan? Explain key marketing issues for new venture.	**07**
	(b)	Write short note on(any two) 1) SIDBI (Small Industrial Development Bank of India) 2) NSIC (National Small Industries Corporation Ltd.) 3) KVIC (Khadi & Village Commission)	**07**
Q.4	**(a)**	Explain Life cycle of the firm. And discuss strategy at different level.	**07**
	(b)	Why Innovation is necessary? Discuss sources of Innovation.	**07**
		OR	
Q.4	**(a)**	Explain the Growth strategy. What are the types of Growth strategy?	**07**
	(b)	What is the need of Merger? Explain types of Merger.	**07**
Q.5	**(a)**	Explain Competencies of good entrepreneur with reference to at least three successful entrepreneurs.	**07**
	(b)	Write short note on: 1) Strategic alliance 2) Leverage buyout	**07**
		OR	
Q.5	**(a)**	Mr. Mehta wants your help for preparing a business plan for there new textile business unit. Please help him for designing a suitable business plan.	**07**
	(b)	What do you mean by project appraisal? Explain project appraisal criteria.	**07**

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