

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IIInd SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 830003****Date: 29/05/2012****Subject Name: New Enterprise & Innovation Management (NE&IM)****Time: 02:30 pm – 05:30 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) Discuss the role of entrepreneur in the economic development of any country. **07**

(b) Describe the entrepreneurial competencies of an entrepreneur. **07**

Q.2 (a) Explain the difference between manager and entrepreneur decision making process **07**

(b) Discuss the different ways in entrepreneur can enter into international business. **07**

OR

(b) Discuss the international entrepreneurship opportunities available in your state **07**

Q.3 (a) Explain the role of EDII on capacity building for entrepreneurs. **07**

(b) What is feasibility analysis? Discuss various aspects of financial feasibility analysis. **07**

OR

Q.3 (a) Enumerate the financial support, incentives and benefits extended to SSI in India. **07**

(b) Discuss the registration procedure for setting up of SSI. **07**

Q.4 (a) Discuss the various external and internal challenges faced by small – scale enterprises at various phases. **07**

(b) Discuss the various source of external finance for funding the growth of an organization **07**

OR

Q.4 (a) Explain the difference between merger, amalgamation and joint venture. **07**

(b) Discuss the efforts that entrepreneurs can make to overcome external business challenges. **07**

Q.5 (a) Differentiate between innovation and invention **07**

(b) Discuss the process of forming strategic alliances. **07**

OR

Q.5 (a) Discuss the various forms of strategic alliances. **07**

(b) Explain the importance of organizational culture in order to support innovation. **07**
