

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IIIrd SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 2830007****Date: 29/05/2012****Subject Name: New Enterprise and 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) Explain Meaning and Definition of Entrepreneur and Difference between Entrepreneur and Entrepreneurship. **07**

(b) Discuss the Entrepreneurial Process and Scope of Entrepreneurship. **07**

Q.2 (a) How do Potential Leaders and Investors Evaluate the Plan? What Informations are needed for Business Plan? **07**

(b) Elaborate the Venture Capital Process. **07**

OR

(b) Explicate the Importance and Process of Business Plan. **07**

Q.3 (a) Explain Important Schemes for SSI (Small Scale Industries). Explain Incentives for SSI (Small Scale Industries). **07**

(b) Explain the Process of Buying a Business and also Advantage and Disadvantage of Buying a Business. **07**

OR

Q.3 (a) Elaborate the Key Marketing Issues of New Venture. What are the Steps in preparing the Marketing Plan? **07**

(b) Discuss VAT (Value Added Tax), CST (Central Sales Tax), GST (Good & Services Tax). Explain Advantage and Disadvantage of VAT. **07**

Q.4 (a) What is Franchise? Explicate Merger, Acquisition, and Joint Venture. **07**

(b) Discuss the Overcoming Constraints by Negotiating for More Resources. **07**

OR

Q.4 (a) Explain the Growth Strategy and Discuss the Types of Growth Strategy. **07**

(b) Give Types of franchises. Explain, Why are you Investing and Not Investing in franchise? **07**

Q.5 (a) Discuss the Sources of Innovation. **07**

(b) Explain the Elements of Good R & D Strategy. **07**

OR

Q.5 (a) What is Strategic Alliance & Networks? Explain Advantage and Disadvantage of Strategic Alliance & Networks. **07**

(b) Explain the Innovation Process. **07**
