

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A. Sem. – III - Examination –June- 2011****Subject code: 830003****Subject Name: New Enterprise and Innovation Management****Date: 07/06/2011****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)** (1) Describe criteria for evaluation of an opportunity from viewpoint of markets, competition, financial needs, synergies with existing company products and processes etc. **03**
- (2) Describe what is involved at various stages during product life cycle including the idea stage, concept stage, product development stage, test marketing stage and commercialization. **02**
- (3) Add comments on how marketing considerations play out at various stages of product life cycle. **02**
- (b)** Compare entrepreneurs, intrapreneurs and traditional managers in view of motives, time horizon, risk, status, attitudes toward failure and mistakes, decision making and various aspects of personal and professional life. **07**

- Q.2 (a)** What is a business plan, who should write a business plan, what is the scope and value of a business plan, and what a decent business plan should contain (describe all information needs) for investors to consider it favourably. **07**
- (b)** Describe in details unique aspects of entrepreneurial feelings with respect to Locus of control, risk taking, independence and needs of achievement. **07**

OR

- (b)** Describe major factors – economic, political, cultural, and technological – which Indian entrepreneurs need to be concerned with when thinking of international pursuits. In view of this comment on strategy issues especially with respect to relationship between headquarter and the foreign operations of an Indian business. **07**
- Q.3 (a)** Describe at least four major incentives provided by Gujarat government through its current industrial policy. **07**
- Also describe at least three methods of assistance provided by the Dept of Science and Technology (DST) to promote start ups, innovation or research and development.
- (b)** Write a short note on “Partnership” form of business. Include details such as what it is, how it is formed, what conditions apply, what are the merits and shortcomings of such a form of business. **07**

OR

- Q.3 (a)** What do we mean by statutory obligations of a business in India, and describe in brief six such obligations giving basic details. **07**
- (b)** Write a short note on “Private Limited” form of business. **07**
- Include details such as what it is, how it is formed, what conditions apply, what are the merits and shortcomings of such a form of business.

- Q.4 (a)** Describe each of the four possible growth strategies based on knowledge of markets and of products for an existing company wanting to expand their business. **07**

- (b) What are the advantages and disadvantages of being a first mover in a market place. 07
Describe circumstances when it is advantageous and when it is risky.

OR

- Q.4** (a) Describe the complete process of procuring Venture Capital funding. (hint .. include ALL steps involved from initial proposal to the disbursement of the funds to the venture by the Venture Capitalist). 07

Describe at least four methods of valuation used (with enough description to explain what is to be done and how) for assessing the value of a company.

- (b) Describe what is franchising, as also the advantages and disadvantages from both franchise and franchisor view points. 07

Add comments on factors to be assessed by an entrepreneur before deciding to take on a franchise.

- Q.5** (a) Explain why innovation is more than an idea or an invention. Also describe various types of innovations (hint – consider different activities within a company which offer scope for innovation) citing examples (preferably from India) for each type of innovation. 07

- (b) Successful R&D requires a longer term view. Please describe various approaches used to set R&D budgets. 07

OR

- Q.5** (a) Taking Porter's industry attractiveness framework, explain how the State (Nation) can facilitate innovation. 07

- (b) Summarise organizational characteristics that facilitate the innovation process. 07
(hint : consider stimulus, capacity and performance as relates to innovation, focus on firm related factors and evolve to enumerate favourable organizational characteristics)
