Seat No: _____ **Enrollment No: _____**

PARUL UNIVERSITY

FACULTY OF MANAGEMENT

MBA Summer 2023-24 Examination

Semester: 04 **Date: 16/04/2024**
Subject Code: 06200252 **Time: 1:30pm to 4:00pm**
Subject Name: New Enterprise and Innovation Management **Total Marks: 60**

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

			CO	PO	BT
Q.1	**Do as Directed.**				
A)	**Multiple choice type questions/Fill in the blanks. (Each of 1 mark)**	**(05)**			
	1. _____ is a point when a company neither makes profit nor loss.		**1**	**1**	**1**
	a) Return on Investment / c) Point of return				
	b) Break even / d) Exit period				
	2. Opportunities created due to _____ are short lived.		**1**	**1**	**1**
	a) Demographic change / c) Societal change				
	b) Cultural change / d) Supplier-demand change				
	3. Which of the following shows the process of creating something new?		**1**	**1**	**1**
	a) Innovation / c) Business model				
	b) Creative flexibility / d) Modeling				
	4. Which one of the following is the main problem for the entrepreneur in the beginning?		**1**	**1**	**1**
	a) Lack of money / c) Lack of time				
	b) Lack of experience / d) None of Above				
	5. An entrepreneur in a Food business came to know that consumers did not like the taste of the food served to them. What could be the best source of this		**1**	**1**	**1**
	a) Competition / c) Government Bureau				
	b) Distributor / d) Consumers				
B).	**Define the following. (Each of 1 mark)**	**(05)**			
	1.Ideation Catalysts		**1**	**1**	**1**
	2. Idea and Opportunity		**1**	**1**	**1**
	3. Creativity and Innovation		**1**	**1**	**1**
	4. GST		**1**	**1**	**1**
	5. Diversification Strategy		**1**	**1**	**1**
C).	**Direct questions. (Each of 1 mark)**	**(05)**			
	1. What is CID Syndrome?		**1**	**1**	**1**
	2. Which are the three methods for reviewing Business Plan?		**1**	**1**	**1**
	3. Who are players in entrepreneurship ecosystem?		**1**	**1**	**1**
	4. What are the pre requisite for starting SSI?		**1**	**1**	**1**
	5. Opportunity Evaluation Sieve		**1**	**1**	**1**
Q.2	**Answer the following questions.**				
A).	Discuss various positive influencers for entrepreneurship.	**(07)**	**3**	**2**	**3**
B).	What do we mean by statutory obligations of a business in India, and describe in brief six such	**(08)**	**3**	**3**	**3**
Q.3	**Answer the following questions.**				
A).	In what ways have the internet and the e commerce changed the way companies interact with the customers and conduct business?	**(07)**	**3**	**4**	**3**

B).	"E-commerce is a win-win situation for both entrepreneur and consumers."	**(08)**	**3**	**3**	**4**
Q.4	**Attempt any two questions. (Each of 7.5 mark)**	**(15)**			
	1. Apply entrepreneurial process for a business as per your choice.		**3**	**3**	**3**
	2. Explain different market driven and people driven opportunities.		**2**	**3**	**3**
	3. Describe various sections of a business plan in brief.		**3**	**4**	**3**
	4. " A closer look at any of the success stories would show that over a period of time the founding members and the core team have taken on to implement practices and processes. Implementing a process enables releasing more time and money in the system by optimizing resource usage, reducing wastage of time and effort by both the entrepreneur and their team."Critically analyze this statement.		**3**	**3**	**3**