

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2021 - 22 Examination

Semester: 4
Subject Code: 06200252
Subject Name: New Enterprise & Innovation Management

Date: 22-03-2022
Time: 10:30am to 1:00pm
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.

Q.1 Do as Directed.

Multiple choice type questions (Each of 1 mark) (05)

1. Which one of the following is an advantage of the small firm in the innovation process?

- | | |
|--|---|
| a) Ability of the entrepreneur to carry out multiple tasks | c) Ability to carry out R&D |
| b) Ability to raise finance | d) Ability of the entrepreneur to act on new ideas or product development |

2. Entrepreneurial experience becomes increasingly important as

- | | |
|---------------------------------|------------------------------------|
| a) Work load increases | c) Complexity of venture increases |
| b) Complexity of work increases | d) None of the above. |

3. Why should an entrepreneur do a feasibility study for starting a new venture?

- | | |
|---|-----------------------------------|
| a) To identify possible sources of funds | c) To estimate the expected sales |
| b) To see if there are possible barriers to success | d) To explore potential customers |

4. The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing_____.

- | | |
|----------------------|--------------------------|
| a) Entrepreneurship | c) Intrapreneurship |
| b) Managerial domain | d) Administrative domain |

5. Which of the following is not an aspect of business model?

- | | |
|--------------------------|----------------------------------|
| a) Activity | c) Distribution channel |
| b) Communication channel | d) Diversification opportunities |

B). Define the following. (Each of 1 mark) (05)

1. Entrepreneurial ecosystem
2. SIDBI
3. Social Entrepreneur
4. CID Syndromes.
5. Ideation catalysts

C). Direct questions. (Each of 1 mark) (05)

1. What are the positive influencers to an entrepreneurial ecosystem?
2. What are the Common Myths about Entrepreneurs?
3. What is opportunity analysis?
4. What are the types of business Plans?
5. List down the Institutions Supporting Small-scale Industries.

Q.2 Answer the following questions.

A). Yogita, a young engineer wants to start technological startup but she is finding difficulty in starting business explain to Yogita, the typical steps or process of entrepreneurship which she should go to start business. (07)

- B). If you are an entrepreneur than how you will differentiate Idea from Opportunity. And what are the ideation techniques you will use for idea generation. (08)
- Q.3 Answer the following questions.
- A). What is a business plan? Prepare an outline of business plan with an industry of your choice. (07)
- B). “E-commerce is a win-win situation for both entrepreneur and consumers.” Explain (08)
- Q.4 Attempt any two questions. (Each of 7.5 mark) (15)
- 1 Explain any two theories of entrepreneurship
 2. Discuss Penetration strategy, Market development strategy, product development strategy and Diversification strategy with real life examples.
 3. Sanjiv was developing a business plan for his organization. While working on the financial plan he realized that his financial requirements will be for fixed assets and their installations, preliminary expenses, working capital, expenses on research and development and investment in short-term assets viz. raw material, level of cash, etc. To decide on the sources of funds for the venture, he tried to ensure the selection of the best overall mix of financing for the enterprise.
 - Why is it important for an entrepreneur to ensure the selection of the best overall mix of financing for the enterprise?
 4. Ragini, a career oriented mother, hardly got time to cook for the family. She decided to hire a cook but was not able to find one who could cook according to the taste of the family. Her sister Abha sensed that this problem is not only faced by her sister but also by many working women. She launched a website namely ‘Dial for food’ where housewives who had culinary ability and were interested to cook could drop in their contact details and households where specific cuisine was required could leave in their requirements so that through the website home cooked food could be delivered. The website mainly helped in identifying the requirement and fulfilled it through providing delivery service.
 - Identify any two uses of problem identification to Abha