

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2019 Examination

Semester: 4**Date: 10/12/2019****Subject Code: 06200252****Time: 02:00pm to 04:30 pm****Subject Name: New Enterprise & 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.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

- 1 Why should an entrepreneur do a feasibility study for starting a new venture
 - a) To identify possible sources of funds
 - b) To see if there are possible barriers to success
 - c) To estimate the expected sales
 - d) To explore potential customers
- 2 What is the process by which individuals pursue opportunities without regard to resources they currently control?
 - a) Start-up management
 - b) Entrepreneurship
 - c) Financial analysis
 - d) Feasibility planning
3. Point out the quality of an entrepreneur
 - a) Initiation
 - b) Lack of confidence
 - c) Lack of decision making
 - d) Self Appreciation
4. 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
 - b) Ability to raise finance
 - c) Ability to carry out R&D
 - d) Ability of the entrepreneur to act on new ideas or product development
5. The goals should be _____ for the success of business plan.
 - a) Generalized
 - b) Specific
 - c) Limitless
 - d) Imaginary

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

1. Entrepreneurship
2. I2O mapping
3. SSI
4. GST
5. Innovation

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

1. What are the Influencers in entrepreneurship?
2. List down the ideation techniques?
3. What are the pre requisite for starting SSI?
4. What are the types of Skills Required in Entrepreneurship?
5. List down the myths of innovation

Q.2 Answer the following questions.

- A).** What is difference between innovation and invention? Explain different types of innovation with special reference of a product or an industry of your choice. **(07)**

- B). What are the various institutional support and incentives provided by the Government of India to promote SSI (08)

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)

- B). What is a business plan? Prepare an outline of business plan with an industry of your choice. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Explain the characteristics of successful entrepreneurs with reference to any successful entrepreneur.
2. Write a note on various indirect taxes presently applicable in India. Explain your viewpoint on application of GST as a replacement to all the indirect taxes.
3. Explain the personal competencies which are extremely important to be of a successful entrepreneur.

4. Indian firecracker industry has a turnover of over Rs. 1000 crore and most of its revenue is generated around Diwali. The industry is highly concentrated in areas around the town of Sivakasi in Tamil Nadu. In addition, the high level of seasonality creates operational problems.

Standard Fireworks Ltd (SFL) is the largest manufacturer of firecrackers in India. And has a turnover of over Rs 250 crore. To break out of the problems caused by single selling season, SFL wanted to export to the US and the other overseas markets, but, cumbersome export regulations made it very difficult. To overcome these challenges, they set up a manufacturing unit in China. The Chinese firecracker industry is much bigger and more advanced than Indian industry. SFL has been able to incorporate cost saving Chinese manufacturing practices, pick up expertise in making fancy fireworks and start an export business based out of China. Also, it has been looking at engaging in higher-value added and non-seasonal activities. Twice they were contracted to supply fireworks used in Dubai Shopping Festival. The competition however is increasing. In addition, world over environmental concerns are increasing and people are shifting from fireworks display to LED based Laser shows. Shakti Singh at SFL is concerned about the changing business environment and has sought your suggestion. Based on your understanding of the entrepreneurial process suggest the following:

A. What should SFL do to expand its current business?

B. What different types of planning needs to be carried out so that their efforts give maximum return?