

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA., Winter 2018 - 19 Examination

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

Date: 11-12-2018
Time: 02:00 pm to 04:30 pm
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 A) Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)

- 1) External environment influencer for an entrepreneur except

a) Need to establish oneself	c) Favorable government policy
b) Ease of access to capital	d) Birth in a business family
- 2) Implementing an entrepreneurship process enables adding more time into the system by

a) Optimizing resource usage	c) Optimizing effort invested
b) Optimizing time spent	d) All of the above
- 3) Opportunity created due to _____ are short – lived

a) Supplier-demand change	c) Cultural change
b) Demographic change	d) Societal change
- 4) Which of the following are functions performed by Business Model?

a) Value Creation and Value Capture	c) Price Ellipse and Cost Ellipse
b) Value Creation and Value Expenditure	d) Price Creation and Cost Consumption
- 5) External research sources in business plan are _____

a) Internet, paid research services, trade and industry association	c) Business model, financial, technical feasibility
b) Angels, venture capitalists, private equity players	d) All of the Above

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

1. Entrepreneurship
2. Ecosystem
3. Idea and Opportunity
4. Business Innovation
5. Ideation Catalyst

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

1. Global Entrepreneurship Monitor
2. Myth around innovation
3. Entrepreneurial mobility
4. Approaches to Ideation
5. Business Plan Myths

Q.2 Answer the following questions.

- A) Explain important incentive schemes for Small Scale Industries in India. (07)**
- B) Discuss Penetration strategy, Market development strategy, Product Development strategy and Diversification strategy with business examples. (08)**

Q.3 Answer the following questions.

- A) Define Business Plan. Explain the components of a business plan in detail. (07)**
- B) Prepare the executive business plan for the business idea of your choice sector as you have identified. (08)**

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

(15)

1. "The Entrepreneurship process represents the set of activities, their dependency on each other and the preferred sequence for the initial starting up phase" Explain this statement.
2. "Some of the ideation techniques are focused on problem at hand; while a few allow the collection of unrelated set of ideas." Critically analyze this statement.
3. "Entrepreneurship falling under various categories that have been created based on actual observation." Explain this statement.
4. "There are various players in an entrepreneurial ecosystem." Explain this Statement.