

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017 - 18 Examination

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

Date: 19/05/2018
Time: 10:30AM TO 01:00PM
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.**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.

a) Break even	c) Exit period
b) Point of return	d) Return on Investment

2. Customers perspective is also known as _____ in opportunity evaluation

a) Business Perspective	c) Industry perspective
b) Market Perspective	d) Entrepreneurship Perspective

3. Which of the following is the first step before selecting the franchise?

a) Evaluate yourself	c) Evaluate franchise opportunity
b) Evaluate franchiser's business plan	d) Selecting the business plan

4. Choose the one that is NOT a part of the entrepreneurial ecosystem.

a) Society	c) Friends
b) Government policies	d) Strength of the idea

5. Which of the following fall in the category of service industry?

a) Financial Institutions	c) Commercial Banks
b) Training institutions	d) All of the above

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

1. Entrepreneur
2. Opportunity evaluation Sieve
3. Small Scale Industry
4. Business Plan
5. Franchising

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

1. Differentiate between Idea and Opportunity.
2. "Entrepreneurship is all about passion". Is this statement myth or reality.
3. An _____ can be best explained as the environment with all its individual/independent constituents and players amidst which a particular activity takes place.
4. Explain Ideation catalyst.
5. Positive influencers of an Eco system.

Q.2 Answer the following questions.

A). Discuss Penetration strategy, Market development strategy, product development strategy and Diversification strategy with real life examples. (07)

B). Explain the four broad categories of entrepreneurship. Explain them in detail with example. (08)

Q.3 Answer the following questions.

A). Mr. Akshat is planning to start his own business, and as a beginning of that he wants to write the business plan for his business. (07)

Suggest Mr. Akshat about different external sources of inputs for writing his business plan.

B). List the stages of an entrepreneurship process and explain in brief what happens in each of them. (08)

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

1. Prepare a business plan for a service industry.

2. You want to start your own business and are planning to take Franchising as an option. Which steps you will follow before selecting the Franchising. Also point out advantages and disadvantages of buying a franchising.

3. Explain different market driven and people driven opportunities.

4.

Who amongst the following will you say would have most entrepreneurial mindset?

Reshma is a chartered accountant who started her own practice after she completed her studies. She was a gold medalist and turned down quite a few lucrative job offers before embarking on her entrepreneurial journey. She initially started as a one woman organization and over the years has grown to become one of the most sought after companies with 10 branches across the nation and 300 professionals under her leadership.

Raghuvaran, a BBA graduate who started his work as a trainee in a manufacturing startup has now grown with the company to become its Chief Operating Officer. Within 10 years, the company's turnover has grown from 2 crores to 110 crores. Raghuvaran has been instrumental in setting up its international offices at London and Dubai. It is under his suggestion the company diversified from pure fabricators to having niche products in the windmill infrastructure. As an indicator of his contribution, the founders of the company have offered him a 5% stake in the company.

Vishnuvardhan is a hotel management graduate who has taken a franchise unit from a famous food chain. He has been running this unit for over a decade at Grant Road, the most popular road in his town. His joint is the favorite hang-out for the young crowd. He has been the recipient of the 'Best franchise unit' and 'Best innovator' award many times during his tenure. Some of his ideas have been adopted by the franchiser for all their units as best practice.