Seat No:		Enrollment No:	
PAR	RUL UNIVERSITY		
	LTY OF MANAGEMENT		
	mmer 2018- 19 Examination		
Semester: 4 Subject Code: 06200252 Subject Name: New Enterprise and Innovatio	n Management	Date: 18/04/2019 Time: 10:30am to 1 Total Marks: 60	:00pm
Instructions		100011101100	
. All questions are compulsory.			
2. Figures to the right indicate full marks.			
3. Make suitable assumptions wherever necessar	y.		
1. Start new question on new page.			
Q.1 Do as Directed.			
A). Multiple choice type questions/Fill in th	e blanks	(	(05)
1. Which of the following shows the proce		`	(03)
a) Business model	c) Innovation		
b) Modeling	d) Creative flexibility		
2. What is the process by which individua	•	gard to resources they	
currently control?	us parsue opportunities without re	gard to resources they	
a) Startup management	c) Financial analysis		
b) Entrepreneurship	d) Feasibility planning		
3. Being one's own boss is a need of:	e,		
a) Independence	c) Affiliation		
b) Achievement	d) Authority		
4. An entrepreneur into the hosiery busine	ss found out the reason his hosiery	was not selling was	
due to its color. What could be the best so		C	
a) Supplier	c) Competition		
b) Retailer	d) Government bureau		
5. Which one of the following is the main	problem for the entrepreneur in the	e beginning?	
a) Lack of experience	c) Lack of education		
b) Limited resources	d) None of the given option	ons	
B). Define the following.		(	<b>(05)</b>
1. Intrapreneurship			
2. SSI			
3. SIDBI			
4. IFCI			
5. Diversification strategy		,	(05)
C).Direct questions.	nranaurahin?	(	(05)
<ol> <li>Describe various skills required in entre</li> <li>Who are players in Entrepreneurship Ed</li> </ol>			
3. What is CID syndrome?	cosystem:		
4. Why do businessmen write a business p	lan before his establishment?		
5. Which are three methods for Reviewing			
Q.2 Answer the following questions.	, the Business Fiant.		
A).Discuss various positive influencers for en	ntrepreneurship.	(	<b>(07)</b>
Give your views for following Myths for I	î î	·	()
<b>B).</b> 1) Innovation is epiphanic	umo (umom.	(	(08)
2) Only radical ideas qualify as succe	essful innovation	·	` /
<b>Q.3</b> Answer the following questions.			
<b>A).</b> Explain various Ideation techniques in br	rief.	(	<b>(07)</b>

**B**). What to do Before Selecting A Franchise? Explain various Advantages of Buying A Franchise.

**Q.4** Attempt any two questions.

(15)

- 1. Apply entrepreneurial process for a business as per your choice.
- 2. If you want to open a restaurant, how can you do opportunity analysis? Which are factors to be considered for opportunity analysis?
- 3. Describe various sections of a business plan in brief.
- 4. Write an impact of E-commerce on retail business of India.