

2M5107

Roll No. \_\_\_\_\_

Total No of Pages: 2

**2M5107**

**M. B. A. II Sem. (Main / Back) Exam., June-July 2016**  
**M-207 A New Enterprise and Innovation Management**  
**(ME, IM)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

**SECTION – A**

- Q. 1 (a) If the people with passion are identified ,the benefit of grooming them as entrepreneurs are many, both from the individual perspective as well as from the society perspective and economy perspective. Elaborate on this statement with regard to: [7]
- (i) The essential qualities and competencies of an entrepreneur.
  - (ii) The contribution that entrepreneurs can make to the socio-economic development of a region / country.
- (b) Exploring the right business idea and evaluating the same is, indeed, the first set of challenges to any to be entrepreneur. [7]
- (i) According to you, can innovation be a possible solution? Explain your answer giving suitable examples.
  - (ii) Also explain, what it takes individuals and firm to be innovative.

[2M5107]

Page 1 of 2

[2400]

- Q. 2 (a) What is Business Plan ? Give detailed outline of a business plan. [7]  
(b) Differentiate between International and Domestic entrepreneurship. Also discuss the role of entrepreneurship in the Indian economic environment. [7]
- Q. 3 (a) "In New Venture it is very important to focus on key Marketing Issues" Do you agree with the statement. Give reasons. [7]  
(b) Discuss Penetration strategy, Market development strategy, product development strategy and Diversification strategy with real life examples. [7]
- Q. 4 (a) Differentiate between debt versus equity financing and internal versus external sources of funding. Also give reasons and guidelines of selling business. [7]  
(b) What is Intrapreneurial Mind? List out the characteristics of Intrapreneurial Leadership. [7]
- Q. 5 (a) Discuss VAT (Value Added Tax), CST (Central Sales Tax), GST (Good & Services Tax). Explain Advantage and Disadvantage of VAT. [7]  
(b) Define the term Innovation? Discuss about Organization setup for innovation as well explain the Innovation process. [7]
- Q. 6 (a) Explain the Growth Strategy and Discuss the Types of Growth Strategy. [7]  
(b) How do Potential leaders and Investors. Evaluate the plan? What information are needed for Business plan? [7]

## **SECTION – B**

### **Case Study**

- Q. 7 (a) Mr. Mehta want to open a Garment Shop but does not have enough funds. Guide Mr. Mehta that, how he can have fund from the external sources of finance both short term as well as long term, for his Garment shop. [7]  
(b) Devoppa is a small entrepreneur in Mysore city. He is producing agarbattis in small scale level for domestic market. He branded the product as Bhagya. He sent samples of products to Dubai through his friend. The product was accepted as good in the friend circle. His friend assured good demand for the product at Dubai. [7]  
Suggest suitable branding and packaging strategy for the agarbattis in Dubai market