

2M5107

Roll No. _____

Total No of Pages: **4**

2M5107

**M. B. A. II Sem. (Main / Back) Exam., April - May 2017
M-207A New Enterprise and Innovation Management
(NE & 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 question. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION-A

Q.1 (a) Discuss the functions and contributions of an entrepreneur in a developing country with the help of suitable examples. [7]

(b) Why is it necessary for an entrepreneur to scan the environment in which he operates? [7]

Q.2 Financing is needed to start a business and ramp it up to profitability. The financial needs of a business will vary according to the type and size of the business. Do you agree? Justify your answer. Which all sources of finance would you like to consider, when looking for a new start-up? [14]

[2M5107]

Page 1 of 4

[2300]

- Q.3 (a) Briefly explain the importance of Intellectual Property Rights. [7]
(b) What are the key marketing issues that a new business might confront? [7]
- Q.4 Prepare a business plan for starting a new restaurant business in India. Also perform feasibility analysis for the business. [14]
- Q.5 (a) Explain in brief the importance of Intellectual Property Rights. [7]
(b) What are the key marketing issues that a new business might confront? [7]
- Q.6 Write short notes on the following (any two): [7+7=14]
(a) Starting a franchising business.
(b) Innovation management.
(c) Entrepreneurial and Intrapreneurial mind.

SECTION-B

- Q.7 Case study [14]

Read the case study carefully and answer the question:

Around the world, entrepreneurial businesses are challenging big businesses by effectively addressing the social concerns of consumers.

Jim Poss, a business graduate from Babson College, has brought out a revolutionary new product. Poss is the founder of Seahorse Power the Westborough, Massachusetts. The company that designs, markets, distributes, and soon will license Big Belly which is a trash compactor which doubles up as a trash container.

The 4-foot tall Big Belly can hold up to 300 tonnes of garbage. In contrast, a normal garbage bin can hold only about 30 tonnes.

Each Big Belly is fitted with an electronic sensor which transmits when the bin is about to get full. This kind of warning signal eliminates the need for predictive software that is used to schedule the runs of trash collecting trucks. Overall, Poss estimates that using Big Belly will cut down trash collection runs to a fourth of current levels. The trash compactor in the bin is solar powered, so that eliminates the need to have an external power source.

It is estimated that trash collecting trucks in the US get about 3 miles per gallon. The problem of fuel inefficiency is coupled with the toxic exhaust fumes because of using diesel. Using Big Belly would mean fewer garbage collection runs by trucks, less drivers and collection crews and lesser exhaust fumes.

Poss envisages that this product will be in demand in a number of highly populated areas and municipal bodies will really like the cost savings and the fact that this method of trash collection is environmentally friendlier too.

He also sees a possibility of marketing this product to resorts and other such communities.

To market Big Belly, Ross installed two bins in Chinatown and Tribeca in New York. This was part of a free, two week trial which was designed to demonstrate to NY city officials that the product can do what it claims to do. This trial generated a lot of positive publicity and Ross had enquiries for the product from Netherlands, Denmark, Germany, and Japan.

During the trials in New York, some concerns emerged, which Ross and his team have set out to address immediately:

- The Big Belly does not look like an ordinary garbage bin. So, a lot of people had trouble in identifying it as such. Many thought that it is a mail-collection box. Ross has tackled this issue by having very clear visuals and messages printed on it.
- Even though the municipal authorities are convinced of the long-term cash savings and the environmental benefits, they are unable to come up with the immediate cash needed to buy the Big Bellies. At price of \$4,500, it seems to be priced a little out of the reach of cash strapped civic authorities, who struggle even to meet their monthly salary obligations.
- There is likely to be a lot of opposition from workers currently involved in collection of solid waste. This is a labour saving device and it will result in significant job loss. This is a unionised sector and Ross expects to face significant opposition.

Ross's venture has been funded by friends and family and he hopes to achieve financial breakeven very soon. Only time will tell if Big Belly is a good idea or not.

Questions:

- (a) What do you think of this new business idea?
- (b) According to you, what are likely to be the key success factors for this business?
- (c) Suggest a course of action for the business.