

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549262**Date: 14-07-2022****Subject Name: New Venture Creation****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	Explain the following: (2 marks each)	14
	(a) Guerilla marketing	
	(b) CRM	
	(c) Niche business model	
	(d) Internet business model	
	(e) Entrepreneurial leadership	
	(f) Branding	
	(g) Marketing Mix	
Q.2	(a) What are the different factors affecting Entrepreneurial Success or failure? Explain in detail.	07
	(b) Deepak and Nandan both want to start their own businesses. On conducting an environment and industry analysis and a market study, they found that there is a demand for Chinese food and the market seems quite large. What customers are looking for are restaurants that offer fun family dining at a reasonable price in key locations. Presently, there is no competition in the low-to- medium price range in those locations. Now Deepak and Nandan both want to start a chain of Mid-priced Chinese food restaurants in key locations. Both Deepak and Nandan have the same business idea—to start a chain of mid priced, family-oriented Chinese restaurants. Both of them have different experience.	07
	1) Is starting a Chinese restaurant an equally valid business opportunity for both Deepak and Nandan?	
	2) What type of business do you suggest for Deepak and Nandan and why?	
	Or	
Q.2	(b) Prepare a business plan for a hypothetical new business venture.	07
Q.3	(a) Critically evaluate the various strategies for expansion of the business and growth of a business at global level among different economies and culture	07
	(b) Prepare a forecast sales turnover, income statement and costs, break even analysis for a Hypothetical Company.	07
	Or	
Q.3	(a) Take any one Industry, do the SWOT analysis of any one firm from one industry. And analyze the firm's external environment, competitive environment, and opportunities available.	07
	(b) Vishnu started his factory for manufacturing plastic items in Daman. As per the advice of his Manager, he appointed 'Biz made easy' company to formulate a business plan for his manufacturing unit. The company in its business plan mentioned the cost of installing a water waste treatment plant within the premises of the manufacturing unit. Interpret any two	07

- socio-economic benefits expected to acquire from the proposed investment.
- Q.4 (a)** Describe the various steps involved in the Identification and selection of a Project. **07**
- Q.4 (b)** Raghav is a very creative person and has always been working on innovating products and services that can make living healthy and hygienic. He developed a design of an air conditioner with an inbuilt air purifier as well. Since he did not get any financial support from any bank, he approached Nirvana Vent (VC), a venture capitalist firm. Though VC liked the idea but it refused to help Raghav at the seeding stage and asked him to come again if needed during second round financing. Why was seed capital not given by VC when it was ready to fund the second round financing? **07**
- Or**
- Q.4 (a)** What are the ways of Creating and identifying opportunities? **07**
- Q.4 (b)** Vector Ltd. is in the Fast Moving Consumer Goods industry. They introduced a new variety of biscuits in the market. It has high fibre content with different new flavours incorporating various multigrains. Create a tagline for the product and state which promotion strategy should be used by Vector Ltd. **07**
- Q.5** Sanjeev Bikhchandani is the pioneer and successful entrepreneur of the Indian Internet industry. He is the founder of Info Edge (India) Public Limited and CEO of naukri.com, India's Pioneer leading job portal. Sanjeev Bikhchandani has been an Executive Vice Chairman of Info Edge (India) Ltd and serves as its Director (July 26, 2010). He is also a Director of Four-S Services Pvt. Ltd and a member of Advisory Council at Centum Learning Limited. Sanjeev is a Member of Board of Centre for Innovation, Incubation and Entrepreneurship.
- There were no business people in his family. He did not have any business background but he had a strong urge to be an entrepreneur. Entrepreneurship was not one of his many options, it was the only one. He wanted independence that he could only get by being in a business. He had the strong urge to create something, do something different. He wanted to be his own boss – doing own things and setting his own priorities. At an early age of twelve years, Sanjeev had a dream to start a company of his own. During his tenure in, Glaxo Smithkline, his colleagues reading the Business India from behind caught the attention of Sanjeev. At that time Business India was the No. 1 medium for appointment advertisement for managers. They were all looking for better job opportunities. It was the idea of a job database. Sanjeev quit his MNC job at Glaxo Smithkline in 1990 and started a company called InfoEdge. However, Info Edge was not an online recruitment service but was in the business of generating and selling databases, reports, and feasibility studies. The company was operating from the Servant's quarters above the garage at Sanjeev's home. For seven years the company did entry level salary survey and a few other sundry consulting assignments before launching naukri.com.
- (a)** What is a business opportunity is and how to identify the same? **07**
- (b)** How did he Develop a business model, explain. **07**
- Or**
- Q.5 (a)** How did Sanjeev convert his idea into a business opportunity? **07**
- (b)** Analyse the business model of naukri.com **07**
