



Seat No. : _____

DH-111

December-2025

MBA (SIBFT & DM), Sem.-III

New Enterprise & Innovation Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Analyze the multifaceted role of entrepreneurship as a catalyst for economic development of nation, detailing how entrepreneurial activity leads to increases in GDP, employment, and technological innovation. 7
1. (B) Discuss the modern theories of entrepreneurship. 7

OR

1. Analyze and categorize the recent entrepreneurial types prevalent in 2025. What are the fundamental differences between these modern classifications and the traditional types of entrepreneurs ? Illustrate these distinctions with current business examples. 14
2. (A) What are the most significant categories of financial risk that entrepreneurs typically face when launching and scaling a new venture, and what essential strategies can be implemented to effectively mitigate these risks ? 7
2. (B) As the CFO of a rapidly expanding company, you are navigating the business lifecycle. In order to balance the cost of capital, dilution of ownership, and total financial risk, how will you strategically select the best source of funding at each of the four key stages (Seed, Early Growth, Scaling, and Maturity/Expansion) ? 7

OR

2. Let's say you intend to introduce a wearable AI assistant ring in 2026. Voice-to-command capabilities, Bluetooth connectivity, AI-powered speech recognition, haptic vibration warnings, gesture-based controls, smartphone and smart home device integration, and a waterproof, everyday-wearable design are just a few of the product's features. Regarding target user acceptability, pricing expectations, distribution channels, digital promotional tactics, competitive comparison (with smartwatches, AI pins, and new smart rings), and long-term scalability potential in the wearable tech market, how will you evaluate its marketing viability ? 14

3. What role does The National Bank for Agriculture and Rural Development (NABARD) performs in terms of being instrumental in grounding rural, social innovations and social enterprises in the rural areas ? Also write about its subsidiaries. **14**

OR

3. What is a Start-up Ecosystem ? Describe at length. Also explain the key components and benefits of Start-up Ecosystem. **14**

4. How does Public Issues Facilitate Management Growth ? Explain at length the Public Issue Management Process. **14**

OR

4. (A) Explain the meaning of managing growth and innovation management. Also explain the principles and practices of innovation management. **7**

4. (B) Explain the concepts of Merger, amalgamation, joint venture, collaboration and selling business. **7**

5. Write short notes on any **four** : **14**

- (1) Organizational characteristics that facilitate innovation
 - (2) Risk in Innovation Management.
 - (3) Steps to forming a Successful Strategic Alliance
 - (4) Entrepreneurial competencies
 - (5) Environmental feasibility.
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