

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER - III EXAMINATION - WINTER 2025**

**Subject Code: N2539302**

**Date: 17-12-2025**

**Subject Name: Entrepreneurship and Innovation Management**

**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.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	<b>Marks</b>
<b>Q.1</b> ALL 7 Questions must be Compulsory.	<b>14</b>
(a) Entrepreneurship and Intrapreneurship	
(b) Performance Evaluation	
(c) Start-up Ecosystem	
(d) Innovation Strategies	
(e) MSME	
(f) Business & Market	
(g) Performance Evaluations	
<b>Q.2 (a)</b> In the context of a rapidly changing global and digital economy, analyze how these traits influence entrepreneurial success” Define an Entrepreneur. Explain the concept and discuss any five important entrepreneurial traits.	<b>07</b>
(b) With reference to emerging economies like India, evaluate the role of entrepreneurs in inclusive and sustainable growth, Explain the nature and importance of entrepreneurs in economic development.	<b>07</b>
<b>OR</b>	
(b) In an era of corporate innovation and competitiveness, examine the relevance of intrapreneurship for large organizations. Differentiate between Entrepreneurship and Intrapreneurship.	<b>07</b>
<b>Q.3 (a)</b> In light of government reforms and digital platforms, assess how the ecosystem supports innovation-driven start-ups, Explain the meaning of a Start-up and describe the Start-up ecosystem in India.	<b>07</b>
(b) Critically discuss how social mindset and policy environment can overcome these barriers in India, What is meant by Entrepreneurial Culture? Explain the phases of development of entrepreneurship and major barriers to entrepreneurship.	<b>07</b>

**OR**

- (a) Considering globalization and Make in India initiatives, analyze the growth potential of MSMEs, Define SME and MSME as per Indian standards. Explain their classification and role in the economy. 07
- (b) In the era of globalization and digital transformation, examine the significance of innovation management for business sustainability, What is Innovation Management? Explain its concept and evolution. 07
- Q.4 (a) Discuss how performance evaluation helps organizations ensure continuous and effective innovation, Explain the systems approach to Innovation Management 07
- (b) In a highly competitive and uncertain environment, analyze how firms align innovation strategy with market conditions, Explain innovation as a strategic component of business. Discuss various innovation strategies. 07

**OR**

- (a) In the present start-up era, examine the major challenges faced by entrepreneurs at different stages of development, Explain the process of entrepreneurial development, including opportunity identification and resource planning. 07
- (b) In the context of start-up funding and investor pitching, analyze why many business plans fail despite good ideas, What is a Business Plan? Explain its basic components and importance 07
- Q.5 CASE STUDY: Rohit Mehta, a postgraduate in management from Gujarat, observed that small farmers and urban gardeners were facing difficulty in accessing affordable, eco-friendly agricultural inputs. Inspired by his family background in farming and exposure to digital platforms, he decided to start a venture named EcoGrow Solutions to provide organic fertilizers, soil-testing services, and a mobile-based advisory platform. Rohit initially started the venture as a sole proprietorship with limited personal savings. During the early phase, he faced challenges such as lack of market awareness, limited capital, regulatory compliances, and resistance from traditional farmers to adopt new practices. However, he demonstrated key entrepreneurial traits such as risk-taking ability, innovativeness, perseverance, and opportunity recognition. To strengthen operations, Rohit later converted his business into a Private Limited Company to attract external funding. He registered the firm under the MSME category and received benefits under the Start-up India initiative, including mentorship support and easier compliance norms. With assistance from a Gujarat-based incubation center, EcoGrow developed innovative products using sustainable technology and adopted a structured innovation management system. As competition increased, Rohit focused on strategic innovation, introducing customized solutions for different regions and using digital marketing channels to expand reach. A detailed business plan was prepared to pitch the venture to angel investors and government agencies. Despite growth opportunities, EcoGrow continued to face challenges related to scaling, resource management, and performance evaluation of innovations.
- (a) Identify and explain the entrepreneurial traits and characteristics exhibited by Rohit Mehta. How do these traits justify his classification as an entrepreneur? 07
- (b) Analyze the entrepreneurial development process followed by EcoGrow Solutions, from opportunity identification to business expansion. What major challenges are evident at different stages? 07

**OR**

- (a)** Explain how Innovation Management and innovation strategy played a role in the growth of EcoGrow Solutions. Evaluate the importance of performance evaluation in managing innovation. **07**
- (b)** Discuss the significance of Start-up India, MSME registration, and government support schemes in the success of EcoGrow Solutions. Why is a well-structured business plan essential for pitching to investors and institutions? **07**

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