MBA Semester II

New Enterprise and Innovation management

Question bank

1. Discuss the role of entrepreneurs in economic development
2. Define Entrepreneurship. Discuss the obstacles in way of entrepreneur’s development.
3. Discuss the competencies of an entrepreneur
4. Differentiate between Entrepreneur and Intrapreneur.
5. Elaborate on the reasons that lead an entrepreneur to go international.
6. Explain the various sources for project ideas
7. Discuss the various factors to consider in preliminary screening of ideas
8. Discuss the sub components of a marketing plan
9. Discuss the sub components of an operational plan
10. Discuss the sub components of a legal and personnel plan
11. Discuss the sub components of a financial plan
12. Write a short note on venture capital financing
13. Elaborate the various kinds of project risk
14. Discuss the various institutional support available for start-ups in India
15. Explain the business start-up strategy
16. What are the key marketing issue of a new venture
17. Explain in brief the three steps for selecting a franchisee
18. Describe the steps to set up an online e commerce store.
19. Explain Ansoff’s product-market growth matrix
20. Elaborate the seven ways of achieving growth as per Mckinsey’s growth pyramid
21. Discuss the four types of strategies as per the framework of grand or corporate level strategies.
22. Discuss the advantages and disadvantages of vertical integration strategies
23. Elaborate on the five types of mergers
24. Differentiate between joint venture and strategic alliance

1. Define innovation. Discuss the business process of innovation.
2. Explain any three tools of innovation management.
3. Elaborate the organization set up required for innovation management.
4. How will strategic alliances and networks relate to innovation management?
5. How will you assess and improve innovations management performance?
6. Elaborate the integrated approach to auditing innovation management.