



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA -DMEC

Course: Startup and New Venture Management

Course Code: MGT623

Semester: III

Max Marks: 50

Duration (mins): 120 mins

I. Write short notes on any five of the following: (5X2=10 Marks)

- | | |
|----------|----------------------------|
| 1. DIC | 5. SISINSIC |
| 2. SIDO | 6. SFC |
| 3. SIDBI | 7. Directors of Industries |
| 4. SIDC | 8. NISUED |

II. Answer the following question in short (answer any six) (6X5=30 Marks)

1. Write down the role of SME's in Economic Development of India.
2. Write down in details of SME Registration process.
3. Write down the rewards and drawbacks of entrepreneurship.
4. Discuss the pros and cons of entrepreneurship.
5. How does the government help to start a new venture?
6. What is the difference between debt and equity financing?
7. What do you mean by Intellectual Property? How do you create and protect it?
8. What are the entrepreneurial characteristics needed to be successful entrepreneur?

III. Read the following case study and answer the questions (5x2=10 Marks)

When you do business internationally, you may assume that all businesspeople have the same basic understandings. Although you will find a common appreciation for making profits and reducing costs, you may run across business approaches that surprise you. Diverse cultures have different business values and practices. A little effort at gaining some cultural literacy can help you deal successfully with people around the globe. It's important that you demonstrate that you are a global citizen so international customers are willing to do business with you. It's not realistic to set a goal of gaining a deep understanding of all the cultures you may deal with in the course of growing your international marketing. Instead, aim for a core competency. According to an article in "Profit" magazine, you can look at six areas of knowledge you need: Familiarize yourself with cultural attitudes about dealing with strangers, language barriers, how groups respond to sales pitches as either favors or cut-and-dried presentations, local channels you must use for brand awareness, the technical proficiency and capacity of the country or region and how the culture views the importance of doing things on time or relaxing about meeting times and deadline dates. You must understand how a culture views business dealing so you know what style to use when approaching businesspeople in that culture. Some cultures look at a transaction as a favor among friends, while others embrace the more American style of a straightforward discussion about making money. Still others may allow business discussions only in certain settings and frown on them at other times. Look into this aspect of the culture before you make any business proposals. You can evaluate your business transactions with a culture different from your own considering that culture's contextual clues. This helps you avoid gaffes and create business communications that have a positive impact. The country's history and assumptions about Americans can affect how your message is received. Be sensitive to hot-button issues and avoid any phrases or words that could suggest you look down on the culture or that you consider the person you're dealing with to be a second-class citizen in his own culture. This kind of cultural literacy is of utmost importance when you communicate so you can avoid unintentional negative cultural messages when conducting business. Using internationally accepted word choices and phrases ensures your business dealings won't be misunderstood. Some American phrases do not translate well. For example, "We shall see" means "No" in China. Other phrases such as, "Flying by the seat of our pants" or "Ballpark figure" may not have any meaning at all in other cultures. Scrutinize your written communications for figurative language that may not translate. In addition, cut your verbal communications to the basics. It's important for a company doing global business to remember that the language at its home office may not be universal.

Answer the following question.

1. Give an overview of the case.
2. How can you increase business by increasing awareness of cultures? Discuss.

******ALL THE BEST******