PRN:		Course Code :	CBC2102R02

Second Year **B. Com.** End Semester Examination Winter 2023

Small Business Management

Day and Date: Tuesday, 05/12/2023 Max Marks: **50**

Time : 10.30am to 12-30PM Duration: **02** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Describe key management factors for small business.	06	2	1
	b)	Imagine that you are working as a business consultant. A married couple approached you to get business ideas for them with a capital Rs.35,00,000 in urban area of Pune City. Suggest them any 2 innovative business ideas.	06	3	1
	c)	Elaborate the model of Evolution (Five Stages) of small business..	06	2	1
Q.2		**Attempt any two from the following**			
	a)	Explain any 5 ways to develop a new small business.	06	2	2
	b)	Describe Internal environment available for Small Businesses.	06	2	2
	c)	Elucidate any 5 ways to grow an existing small business exponentially.	06	2	2
Q.3		**Attempt the following**			
	a)	Write your views about management traits required to be successful small business manager.	06	3	3
	b)	Imagine that you are working as an Entrepreneurial Business Consultant. Explain the negative effects of absence of managerial traits in the context of small business.	07	4	3
		or			
	b)	Suggest the different ways to improvise the management traits to a small business manager.	07	4	3
Q.4		**Attempt the following**			
	a)	Elaborate the Pricing Strategies for small businesses in India.	06	3	4
	b)	Analyse the different innovative promotion methods which can be utilized by small businesses in India.	07	5	4
		or			
	b)	Prepare a comparative note on Indian Consumer behavior towards small businesses and the same for large scale businesses.	07	5	4

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