	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	**2020-21** EXM/P/09/00

Year and Program: 2020-2021	**School of Commerce and Management**	**Department: Commerce**
Course Code: CBC 210.2	**Course Title: Small Business Management**	**Semester : IV**
Day and Date: Monday,17.05.2021	**End Semester Examination**	**Time:2 Hrs.** **Max Marks:50**

Instructions: 1) All Questions are compulsory.

2) Assume the facts wherever necessary.

		Marks	Bloom's Level	CO
Q.1	**Answer/Solve the following**			
	Sunil runs his own enterprise in an area on the outskirts of Kolhapur, Maharashtra. He manages a collective of people with disabilities who make wooden toys in a traditional style, mainly selling to tourists through local shops, and pays them a basic salary as well as a profit share. The toys are all made to Sunil's own designs, and are quite different to the standard items in most tourist stores. His quirky designs and their popularity with shoppers have come to the attention of Mahesh, who runs a relatively large factory producing toys and other tourist-friendly wares. Mahesh approaches Sunil to suggest that he buy his enterprise, including his designs and that Sunil and his employees all come and work at Mahesh's factory. He is offering a lot of money, and Sunil doesn't know whether he wants to maintain his independence or go for the security offered by a lump cash sum and guaranteed employment. Study the above facts and answer the following questions; Q.1a) and Q.1 b)			
a)	Should Sunil accept the offer Given by Mahesh? Justify your answer after assessing the following factors i) present competitive advantages available with Mr. Sunil and ii) present stage of development of his business.	8	L3	2
b)	As an expert in Small Business Management how will you help Sunil through SWOT analysis to take a snapshot of his current situation and help him consider the decision:	8	L3	2

c)	Shahida, a student of School of Rug Weaving Institute, Turkey, visited her grandparents in Kashmir for the first time. Breathtaking mountain scenery, clear lakes, lush vegetation and magnificent forests mesmerized her. The valley is home to a rich biodiversity including a large number of bird species, many of which are unique to Kashmir, it is home to Yak and sheep that are taken care of by Nomads. Kashmiri lifestyle is essentially slow paced and reflects religious diversity. Kashmiris are known to enjoy their music in its various local forms, and the traditional dress of both genders is often quite colorful. Tulip, Saffron, dry fruits and artistic woodwork are its hallmark. She also observed that the government was stable and all the tourist places were well guarded by the army. She found it to be an ideal place to start a unit for carpet weaving and employ local people to preserve the ethnic touch. Her unit would help Kashmir's to revive their economic condition. She started scanning and screening the environment and collected the following information. As an expert in Small Business Management how will you help Shahida to categorize the information making use of PESTMODEL?	8	L3	2

Q.2 Answer/Solve the following

a)	Summarize good traits of a manager which are essential for the managers/owners of small businesses in this present uncertain business environment due to the Covid – 19 pandemic.	8	L2	3
b)	Explain the reasons for the success of small businesses business organizations which have adopted online business models in this current Covid-19 Pandemic.	8	L2	3
c)	Mr. Suresh is a first generation entrepreneur who has recently started a restaurant business in Kolhapur. He doesn't have a professional degree as well as an experience of managing such type of business. Summarize the tools and techniques through which he can develop his managerial skills.	8	L2	3

Q.3 Answer/Solve the following–

Blue jeans Pvt. Ltd is an Ichalkaranji based jeans manufacturing company which sales its products under its own brand name i.e. Blue jeans through its company outlets, located in Sangli, Kolhpaur and Ichalkaranji. It's planning to expand its business in Maharashtra through franchisee business model but not before capturing the major share in the local market. To compete with the national and international brands presently, the management of the company is

planning to go with sales promotion strategy. Company Management is following three objectives behind the sales promotion;

1. To increase the brand awareness among the local customers.
2. To focus on market differentiation.
3. To capture maximum market share.

For this company management is thinking about following three options;-

Options	3 For 2	50% off	Free Gift
Details	Purchase 3 products and get the cheapest one free	Redeem 50% of coupon on your first visit to the store	Product sample to be given as a gift on every regular purchase
Expected Increase in Sales	Sales per day would increase by 300 %	Sales will increase by 150%	Sales will increase by 170%
Pro's / Con's	Carries additional cost of advertisement.	This promotion method is not used by the competitors.	This method commonly used by other competitors.

Notethe above facts and answer Q.3a), b) and c)

a)	Analyze the above three options of sales promotion and provide the best possible option given in it.	9	L4	4
b)	Examine Customer needs while Purchasing jeans.	9	L4	4
c)	Examine the objectives of the Blue jeans Pvt. Ltd. and suggest an appropriate pricing strategy.	9	L4	4

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