Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

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: Wednesday, 28/04/21	**End Semester Examination**	**Time : 2 Hrs.** **Max Marks : 50**

Instructions: 1) All Questions are compulsory.

Q.1		**Answer the following**	**Marks**	**Bloom's Level**	**CO**
	a)	Prepare a Vision, Mission, Goal, Objective, Strategy and Tactic for a newly formed company?	8	L3	2
	b)	Apply SWOT analysis in Pharmaceutical sector?	8	L3	2
	c)	Apply PESTEL Analysis in manufacturing sector?	8	L3	2
Q.2		**Answer the following**			
	a)	List down the Leadership style and interpret the Leadership Style?	8	L3	3
	b)	Demonstrate the Cost advantage and Differentiation advantage in Value chain analysis?	8	L3	3
	c)	Illustrate the Gap Analysis Tool used in small Business?	8	L3	3
Q.3		**Answer the following**			
	a)	Analyze Philip Kotler core Marketing Concepts used in small Business?	9	L4	4
	b)	Examine Consumer Buying Behavior while Purchasing product or service?	9	L4	4
	c)	Distinguish Different Type of Marketing Strategy used in small Business?	9	L4	4

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