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Register Number:

5607

Name of the Candidate:

**B.B.A. DEGREE EXAMINATION - 2011**

(APPLIED MANAGEMENT)

(SECOND YEAR)

(PART-III: PAPER-IX)

**260. SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP  
DEVELOPMENT**

December)

Maximum: 100 Marks

(Time: 3 Hours

SECTION-A

Answer ALL Questions

(10×2=20)

1. Define entrepreneurship.
2. Bring out any two differences between entrepreneur and enterprise.
3. What are the various sources of business identification opportunity?
4. How the firm's financial needs will be anticipated?
5. What are the operation management issues in SSE?
6. What is test marketing?
7. State the personal characteristics determining the growth of entrepreneurship.
8. Narrate the stabilization strategy.
9. What are the limitations of sole proprietorship form of business organization?
10. List out the features of PERT.

SECTION-B

Answer any FOUR Questions

(4×10=40)

11. Differentiate managers and entrepreneurs.
12. What are the contents of partnership deed?
13. Describe the factors influencing the plant location decision.
14. What are the causes for over capitalization?
15. Describe the concept of product life cycle and its use of assessing marketing feasibility.
16. What are the performance appraisal needs used to measure the growth of an enterprise.

SECTION-C

Answer any TWO Questions

(2×20=40)

17. Discuss the qualities of a successful entrepreneur.
  18. Draw a business plan of a new product of your own choice.
  19. Describe the difference form of ownership with its merits.
  20. Explain any two growth strategies normally used in SSE.
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