

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

June, 2013

**MCN-054 : ENTREPRENEURSHIP & SMALL
BUSINESS MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. What is an opportunity ? What are the qualities of an opportunity and why is each quality important ? Discuss in detail. 20
2. Discuss the financial objectives of a firm. How would you maintain efficiency and stability in the financial management of a firm ? 20
3. (a) What is a target market ? Why it is important for a firm to choose its target market carefully ? 20
(b) Describe how a firm decides to position itself relative to its competitors.
4. What do you mean by a family business ? Prepare a five year perspective plan for a family business dealings in ready-made garment. 20

5. What are the differences between a firm's entrepreneurial services and its managerial services ? How are these two services linked in regard to a firm's growth efforts ? 20
6. Describe the reasons of failure of a new product. How would you deal with those reasons to avoid failure ? 20
7. What is franchising ? How does it differ from other forms of business ownership ? Explain its advantages and disadvantages. 20
8. Write short notes on : 4x5=20
- (a) Customer relationship management
 - (b) Harvest plan
 - (c) Feasibility report
 - (d) Succession planning
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