

Register Number:

**6791**

Name of the Candidate:

**B.B.A. (APPLIED MANAGEMENT)  
DEGREE EXAMINATION, 2008**

**(SECOND YEAR)**

**(PART-III)**

**(PAPER-IX)**

**260. SMALL BUSINESS MANAGEMENT AND  
ENTREPRENEURSHIP**

Dec)

(Time: 3 Hours

Maximum: 100 Marks

**SECTION-A**

(10×2=20)

*Answer ALL questions*

*Each question carries equal two marks*

1. Define Small Scale Enterprises.
2. What do you mean by Entrepreneurship?
3. List the two broad categories of Business Opportunity.
4. How are markets classified?
5. Mention two types of ownership structure for SSE.
6. Bring out two types of SSE.

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7. Elaborate “Innovation”.
8. State the meaning of Women Enterprise.
9. Briefly explain Partnership.
10. Expand TIIIC and SIDBI.

**SECTION-B** (4×10=40)

*Answer any FOUR out of SIX questions  
Each question carries TEN marks*

1. Discuss the process of market assessment for SSE.
2. Explain the steps involved in formulating a Business Plan.
3. Elaborate the various sources of finance for SSE.
4. Bring out the various Pricing Methods.
5. Mention the different ownership structure with its advantages and disadvantages.
6. Examine the various strategies adopted by Entrepreneur in stabilizing and growth of SSE.

**SECTION-C** (2×20=40)

*Answer any TWO out of FOUR questions  
Each question carries TWENTY marks*

1. Discuss the various problems faced by Small Scale Industries starting from mobilizing to marketing the products.

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2. Explain the various functions played by Entrepreneur in promoting a Business.
3. How do you evaluate the feasibility of a given Project Report?
4. Write about contribution of SSE in developing countries like India.

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