

8. Describe the process of registration of small enterprises. Discuss the short term and long term capital sources available for small businesses.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3281

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Unique Paper Code : 6134400008

Name of the Paper : Management of Small Business Enterprises (GE)

Name of the Course : **B.A. (VS) Small and Medium Enterprises : V (NEP)**

Semester : V (NEP)

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.
2. Attempt any five questions.
3. All questions carry equal marks.

1. "A systematic approach is essential for an entrepreneur to run his business enterprise smoothly

and successfully." In this context explain the entrepreneurial style of management. Write an explanatory note on strategic management and entrepreneur.

2. What do you mean by Capital Structure? What factors should be considered while determining efficient capital structure? Explain the angel funds and venture capital as sources of finance.
3. Discuss the meaning of "Guerrilla Marketing". How can small businesses gain a competitive edge using a guerrilla marketing strategy? Compare and contrast traditional marketing vs guerrilla marketing.
4. What is "E-Commerce"? Discuss the benefits of E-Commerce for businesses to gain a competitive advantage. What are the different factors an

entrepreneur should consider before launching into e-commerce?

5. What are the essential components of an effective management succession plan? Discuss the challenges faced while planning the management succession for the enterprise.
6. What are the different measures that can be taken to build the right organizational culture in a business organization? Explain the importance of a right organizational culture for the growth of an enterprise.
7. "There are various theories available explaining motivation of the workforce" Explain Maslow's need hierarchy theory and Herzberg's two-factor theory of motivation in detail.