

**Set: A**

**Sr. No. of Question Paper:**

**Your Roll No.....**

**Unique Paper Code : 62417511**

**Name of the Paper : Management of Small Business Enterprises**

**Name of the Course : B.A. (Prog.) CBCS**

**Semester : V**

**Duration : 3 hours**

**Maximum Marks : 75 Marks**

**Instructions for Candidates**

- 1. Attempt any four questions.**
- 2. All questions carry equal marks**
- 3. Answers may be written either in English or in Hindi; but the same medium should be used throughout the paper.**

1. “Strategic management is considered as one of the major tools of success in an enterprise” Do you agree? Give reasons in support of your answer. How do strategic management practices impact entrepreneurship?
2. Every business always needs some amount of money to ensure its continuity. Explain the different sources of these funds giving suitable examples.
3. “Guerrilla marketing can help small business to secure its market”. Discuss the statement and explain how a guerrilla marketing strategy shall be plotted by a businessman.
4. Explain the role of leadership in the new economy. Suggest effective leadership styles in the modern times.
5. Discuss with the help of suitable real life examples as to how the management succession planning is done in efficient institutions.
6. Write short notes on (i) Entrepreneurial Style of Management, (ii) Crossing of Cheques, (iii) Hiring the Right Employees.