



# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BBAE-603 Management of Small Business & Entrepreneurship

UPID : 006839

Time Allotted : 3 Hours

Full Marks :70

*The Figures in the margin indicate full marks.*

*Candidate are required to give their answers in their own words as far as practicable*

## Group-A (Very Short Answer Type Question)

1. Answer *any ten* of the following :

[ 1 x 10 = 10 ]

- (I) Who are stakeholders in a business?
- (II) Business strategy is an \_\_\_\_ process.
- (III) State the need of idea brainstorming session.
- (IV) First Stage of product development is \_\_\_\_\_.
- (V) \_\_\_\_ is an intangible asset that is associated with the purchase of one company by another like an acquisition
- (VI) What is the role of business partner?
- (VII) Define joint venture.
- (VIII) A contractual arrangement or relationship involves a \_\_\_\_ between people.
- (IX) In a business plan, the \_\_\_\_ section of a business plan outlines how the company's operations will be managed, including the key activities, processes and systems that will be used to deliver its products or services.
- (X) \_\_\_\_ used in marketing research identify patterns and trends in data.
- (XI) Strategic planning is a \_\_\_\_ process means it is done for all levels of an organization.
- (XII) Trade unions are \_\_\_\_ stakeholders.

## Group-B (Short Answer Type Question)

Answer *any three* of the following :

[ 5 x 3 = 15 ]

2. Write note on significance of Marketing research in new business formation. [5]
3. What are the different types of decision making in an organization? [5]
4. Discuss some characteristics of a good potential partner. [5]
5. Discuss the different levels of business strategy [5]
6. Write a note on primary and secondary stakeholders. [5]

## Group-C (Long Answer Type Question)

Answer *any three* of the following :

[ 15 x 3 = 45 ]

7. (a) State the process of launching a new venture. [ 7 ]  
(b) Write about the significance of feasibility research preparation and evaluation criteria. [ 8 ]
8. (a) Discuss the important steps conducted in market research for a new business formation [ 10 ]  
(b) What is the need of competitive analysis? [ 5 ]
9. (a) How to write an effective business plan? [ 7 ]  
(b) Identify the criteria for selecting a business. [ 8 ]
10. (a) What is a stakeholder [ 5 ]  
(b) What are the different types of stakeholders. [ 5 ]  
(c) Discuss the role of Employees as stakeholders [ 5 ]
11. (a) What is the most important precondition for alliance success? [ 5 ]  
(b) What is the most important criteria for selecting an alliance partner? [ 5 ]  
(c) Structured alliance partner versus unstructured alliance partner, which one is has more success rates. Why? [ 5 ]

\*\*\* END OF PAPER \*\*\*