

# AR19

Code: 19MBA3015

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular/Supplementary Examinations, January-2023**

**BUSINESS PLAN PREPARATION FOR SMALL BUSINESS**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

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|----|----|--|-----|
| 1. | a) | What is micro credit? Discuss how micro credit benefits to the rural entrepreneurs                           | 6M  |
|    | b) | What is social entrepreneurship explain its benefits   | 6M  |
| 2. | a) | Explain how the Exporting make strong economy  | 6M  |
|    | b) | Discuss the Impact of MSME on rural development  | 6M  |
| 3. | a) | What is the business plan explain its importance   | 6M  |
|    | b) | Discuss various steps in Business plan   | 6M  |
| 4. | a) | Explain the selection process of Project location  | 6M  |
|    | b) | What is Product analysis? analyze critically   | 6M  |
| 5. | a) | What is meant by market risk explain with an example   | 6M  |
|    | b) | Discuss Cost Benefit Analysis  | 6M  |
| 6. | a) | Explain different motivational factors to become entrepreneur  | 6M  |
|    | b) | Discuss the Role of SHGs in rural entrepreneurship   | 6M  |
| 7. |    | “Women Entrepreneurs are necessary for the nation building” Comment with suitable examples                   | 12M |
| 8. |    | CASE STUDY:<br>Develop a Business plan by supporting with an example for the purpose of attracting Investors | 12M |