

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

September - October 2023

Full Marks: 60

Pass Marks: 30

Time: 3 Hrs.

BBM / Fifth Semester / EED 212: Principles of Small Business Management

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

- ✓ 1. What is small business in Nepal?
- ✓ 2. Define franchising.
- ✓ 3. Differentiate between trade credit and bank overdraft.
- ✓ 4. Mention any two advantages of business plan.
- ✓ 5. Write the concept of supply chain management.
- ✓ 6. State the significances of marketing to small business in two points.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

- ✓ 7. Describe the economic significance of small business in three points.
8. Suggest different criteria for comparing business options.
- ✓ 9. Explain important elements of a business plan.
- ✓ 10. Write the process of obtaining intellectual property rights.
- ✓ 11. Describe different sources of finance suitable to small business.
12. Mention different human resources related functions to be considered in small business.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

- ✓ 13. Explain various factors that determine the success of small business.
- ✓ 14. Discuss the legal issues that should be considered for starting a small business.
- ✓ 15. Explain physical site factors that affect to operation management of an organization.
- ✓ 16. Describe the importance of market research for success of small business.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following cases carefully and answer the questions that follow:

Keshav is Business Management graduate. He has just two year's experience in Marketing department of a firm engaged in manufacturing animal feeds. He does not want to work under others and has passion to do some things that gives him better financial rewards. He is seeking better opportunity. His father is a farmer who brought up

his two younger brothers under great hardship. Now, he has a farm house near Sainamaina with some surplus land which can be used for non-polluting industrial purpose after some formalities. His uncle works in Automobile industry and is responsible for outsourcing the components. His another uncle is settled in Butwal and possess a huge flat near the station. He is a successful entrepreneur. Keshav is not happy with his earnings. His colleagues, who got the job in IT sector, are far more happy financially. The family is encouraging Keshav to start his own enterprise. They can put about Rs.20 lakhs in his business. Keshav has two younger sisters, who are of marriageable age. The responsibility of Keshav is increasing day by day. Keshav wants to execute his intelligence. He has social network and hard working behavior.

Questions:

- a. Should Keshav start his own business or continue job? Give reasons.
- b. What type of business is fit for him? Why?
- c. Prepare a business plan for Keshav for starting an enterprise.
- d. Suggest the option of either purchase an existing business or start a new venture. And give reasons.

