

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-401	Small Business Management	3	VII
Year	Discipline		
4	Business Administration		

Objectives:

This course will introduce students to small and medium business organizations.

- Small business and ownership.
- Small business firm and franchising.
- Establishing the firm management control.
- Marketing the product or service.
- Government and small business.

Recommended Books:



UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Small Business Management

Course Code: BBA-401 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. A business if it is independently owned, operated, and financed; has fewer than 100 employees; and has relatively little impact on its industry:
 - a. Small business
 - b. Medium business
 - c. Large business
 - d. Semi-large business
2. The business philosophy of discovering what consumers want and then providing the good or service that will satisfy their needs:
 - a. Cost concept
 - b. Marketing concept
 - c. Profit concept
 - d. Operation concept
3. Businesses that provide services, rather than tangible goods:
 - a. Trading sector
 - b. Manufacturing sector
 - c. Service sector
 - d. None of the above
4. The practice of reducing the size of a firm's workforce:
 - a. Downsizing
 - b. Upsizing
 - c. Reoperation
 - d. None of the above
5. The facet of a business that is better than the competition's:
 - a. Comparative advantage
 - b. Competitive advantage
 - c. Imperative advantage
 - d. Least advantage
6. The replacement of existing products, processes, ideas, and businesses with new and better ones:
 - a. Creative destruction
 - b. Non-creative destruction
 - c. Open destruction
 - d. Close destruction
7. The valuable skills and knowledge that employees of a business possess:
 - a. Fixed capital
 - b. Intellectual capital
 - c. Fluctuating capital
 - d. Trading capital
8. The process of identifying opportunities for which marketable needs exist and assuming the risk of creating an organization to satisfy them:
 - a. Entrepreneurship
 - b. Entrepreneur
 - c. Marketing
 - d. Finance
9. The ongoing process of owning and operating an established business:
 - a. Capital business management
 - b. Small business management
 - c. Marketing management
 - d. None of the above
10. The small businessperson who purchases the franchise so as to sell the product or service of the franchisor:
 - a. Franchisee
 - b. Franchisor
 - c. Marketer
 - d. Operator



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Seventh Semester – 2020

Paper: Small Business Management

Course Code: BBA-401

Part – I (Compulsory)

Time: 15Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. Which of the following shows the process of creating something new?
 - a) Business model
 - b) Modeling
 - c) Creative flexibility
 - d) Innovation
2. Which one of the following gives suggestions for new product and also helps to market new products?
 - a) Existing products and services
 - b) Federal government
 - c) Distribution Channels
 - d) Consumers
3. What is the process by which individuals pursue opportunities without regard to resources they currently control?
 - a) Startup management
 - b) Entrepreneurship
 - c) Financial analysis
 - d) Feasibility planning
4. Having less than 50 percent of equity share in an international venture is called:
 - a) Joint Venture
 - b) Majority interest
 - c) Minority interest
 - d) Exporting
5. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
 - a) New business model
 - b) Anatomization
 - c) None of the given options
 - d) Creative destruction
6. Which of the following is alternatively called corporate venturing?
 - a) Entrepreneurship
 - b) Intrapreneurship
 - c) Act of stating a new venture
 - d) Offering new products by an existing company
7. The activity which occurs when the new venture is started is called:
 - a) Motivation
 - b) Business skills
 - c) Departure point
 - d) Goal orientation
8. Which one of the following is the next stage to the Concept Stage of Product Planning and Development Process?
 - a) Idea Stage
 - b) Product Planning Stage
 - c) Product Development Stage
 - d) Test Marketing Stage
9. SBA stands for:
 - a) Small Business Accountants
 - b) Small Business Administration
 - c) Small Business Adequacy
 - d) Small Business Advisors
10. Information regarding all of the following is related to operations, EXCEPT:
 - a) Location
 - b) Promotion
 - c) Raw materials
 - d) Labor skills



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(10x2=20)

1. What do you mean by brainstorming?
2. How we can prepare next generation for key positions?
3. What is segmentation?
4. Write down any four advantages of partnership?
5. What is business plan?
6. What is Business Process Reengineering?
7. What is market penetration?
8. What do you mean by external audit of organizational environment?
9. Give any four reasons to buy an existing business?
10. Distinguish between entrepreneur and intrapreneur?

Answers the following questions.

(3x10=30)

- Q.3** What is Small Business Management? Explain the features of successful small business management?
- Q.4** Explain the advantages and disadvantages of Franchising Business?
- Q.5** What is Marketing Research? Discuss the process of marketing research?



Q.1. Answer the following short questions:

(10x3=30)

- 1. What is Intrapreneur?**
- 2. What is Business Process Reengineering?**
- 3. What is Executive Summary?**
- 4. What is Downsizing?**
- 5. Write any TWO disadvantages of proprietorship?**
- 6. Write types of Intermediaries?**
- 7. What is Market Development?**
- 8. Define Product Life Cycle.**
- 9. Give any FOUR reasons to start a new Business.**
- 10. What is Advertising?**

Q.2. Answer the following questions.

(3x10=30)

- 1. What are the other Legal Forms of business ownerships?**
- 2. Explain advantages and disadvantages of Franchise Business.**
- 3. What is Global Marketing? Explain the problems of Global Marketing in current situation.**



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Seventh Semester – Spring 2023

Paper: Small Business Management

Course Code: BBA-401

Roll No.

Time: 3 Hrs.

Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions: (6x5=30)

1. Guerilla marketing
2. Five benefits of being sole-owner of business
3. Bundling and market penetration pricing
4. Product and service feasibility
5. Small vs medium sized firms
6. Marketing plan of business

Answer the following questions. (3x10=30)

Q2. How an entrepreneur converts and opportunity into business? Explain the complete process.

Q3. What is feasibility analysis and how is it prepared?

Q4. What are various kinds of markets? And which market is the most suitable to start a business in.