

Doon University**Internal Examination (IMBA - 6th semester)****IMBA-605: Small Business Management**

Time-2 hrs.

Maximum marks-30

Section A -compulsory Question carry's 10 marks.

Doon Industries, manufacturers and suppliers of top end Furniture like sofa set, Dining Table, Wooden Wardrobe, Single and Double bed made of wood, Sitting chairs of teakwood was established by three generation back that is Grandfather of Shashi Kant Dhyani. Realizing hard work of his Grandfather, with earnest zeal of a young entrepreneur Mr. Shashi Kant Dhyani expanded the business by setting up a grand show-room and facilities for manufacturing top end Furniture items in Rajpur Road, Dehradun. For ten years this was the only Unit in whole of Dehradun manufacturing and supplying top end Furniture items. However, with the passage of time, more than forty Furniture units dealing and manufacturing top end furniture items started functioning in Dehradun and consequently Doon Industries started facing tough competition in this field. Mr. Shashi Kant Dhyani realized the need for infusing new techniques, ideas and functioning style into the organization so as to withstand the growing competition in the market. His sons were not interested in the business as they were not having knowledge of administration or technical know how of the business their father was engaged in. Keeping in view of this situation Shashi Kant Dhyani contacted one of you being Professional Courses Student as what he should do in this competitive situation to survive and remain in the Family Business of top end Furniture Manufacturer and Supplier in Dehradun.

Read this short case care fully and answer the following questions:

1. What type of new Furniture items should be added in the Unit of Shashi Kant? Support your answer with justifiable reasons.
2. According to your own assessment what may be the reasons for coming up of new Furniture Manufacturing and Supplying Units in Dehradun in the coming years?

Section-B (Short answer question)

(Write short notes on any four out of six –each question carry 2.5 marks each)

1. Startups.
2. Tiny Enterprises.
3. Benefits of Single Owner Business.
4. Ancillary Units.
5. Two Examples of Typical Business Activities.
6. Types of Economic Activities.

Section C (Long answer questions)

(Answer any two questions out of four questions-the questions carry 5 marks each.)

1. Explain different characteristics which are required to be possessed by a successful Small Business Entrepreneur? Do you agree with these characteristics?
2. Explain difference between Trade, Commerce and Industry, respectively.
3. What problems may be faced by the person who is going to set up a small Business Enterprise relating to setting up of a Restaurant in Dehradun?
4. What do you mean by the term Family Business, also highlight positive points as well as negative points in case of Family Business.?