

Doon University
School of Management
Internal Examination-IMBA 6th Semester
Fundamentals of Small Business Management-IMBA-604

Time-2 hrs.

Maximum marks-30

Section A -compulsory Question carry's 10 marks.

Hill Top Industries, manufacturers and suppliers of woolen Garments was established by three generation back that is Grandfather of Vijay Singh Rawat. Realizing hard work of his Grandfather, with earnest zeal of a young entrepreneur Mr. Vijay Singh Rawat expanded the business by setting up a grand show room and facilities for manufacturing Readymade Cotton as well as Readymade Woolen Garments at Chakrata Road, Dehradun. For ten years this was the only Unit in whole of Dehradun manufacturing and selling Cotton and Woolen Readymade Garments. However, with the passage of time, more than forty Readymade Garments of all make and Fashion started functioning in Dehradun and consequently Hill Top Industries started facing tough competition in this field. Mr. Vijay Singh Rawat 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 knowhow of the business their father was engaged in. Keeping in view of this situation Vijay Singh Rawat contacted you being Professional Courses Student as what he should do in this competitive situation to survive and remain in the Family Business of Manufacturing and Selling Readymade garments in Dehradun.

Read this short case fully and answer the following questions:

10 Marks (5 each)

1. What type of New Style and Fashionable Garments should be added in the Unit of Vijay Singh Rawat? Support your answer with justifiable reasons.
2. According to your own assessment what may be the reasons for coming up of New Readymade Garments Manufacturing and Selling 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. Sole Proprietorship.
2. Joint Hindu Family Business.
3. Benefits of setting up your own Business Organization.
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 in detail difference between Business and Profession?
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 Two Wheeler Repairing and Servicing Centre in Rajpur Road Dehradun?
4. What do you mean by the term Joint Stock Company, also highlight Basic Characteristics of a Joint Stock Company.?