

25/5/24



DOON UNIVERSITY, DEHRADUN
End Semester Examination, 2024
School of Management
Programme Name : BCOM/ ELECTIVE
Course Code with Title : Entrepreneurship & Small Business Management(COG152)

Time Allowed 2.00 Hours

Maximum Marks: 50

SECTION: A

(Total 10 marks)

Q1. What is the definition of MSME? Explain by giving examples. (5 marks)

Q2. What are the challenges faced by the SME's ? (5 marks)

SECTION: B

(Total 20 marks)

Q1. Do SWOT analysis of any MSME's. (10 marks)

Q2. Explain Entrepreneurship Life Cycle in brief. (10 marks)

SECTION: C

(Total 20 marks)

Q1. What are the two sets of factors that influence Business Decision? (10 marks)

Q2. Throw light on the 10 deadly small business mistakes. (10 marks)