



**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.