

UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Seventh Semester - Fall 2021

Paper: Small Business Management Course Code: BBA-401

Roll No.

Time: 3 Hrs. Marks: 60

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.