



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Seventh Semester – Spring 2023

Paper: Small Business Management

Course Code: BBA-401

Roll No.
Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions: (6x5=30)

1. Guerilla marketing
2. Five benefits of being sole-owner of business
3. Bundling and market penetration pricing
4. Product and service feasibility
5. Small vs medium sized firms
6. Marketing plan of business

Answer the following questions. (3x10=30)

Q2. How an entrepreneur converts and opportunity into business? Explain the complete process.

Q3. What is feasibility analysis and how is it prepared?

Q4. What are various kinds of markets? And which market is the most suitable to start a business in.