

**Term End Examination, December 2018**  
**Diploma in Entrepreneurship Development**  
**DED 05: Small Business Management**

Time-3 Hours

Full Marks-100

*Read the instructions carefully before attempting questions from each group.*

**Group A**

**(1 × 10 = 10 marks)**

Answer All Questions

Q. No.1

- i. According to the MSMED Act 2006, a micro enterprise engaged in manufacturing will have maximum investment up to:
  - a. ₹10 Lakhs
  - b. ₹20 Lakhs
  - c. ₹25 Lakhs
  - d. ₹40 lakhs
  - e. ₹50 lakhs
- ii. Which of the following is NOT a “force” as per Porter’s five forces model?
  - a. Industry Rivalry
  - b. Supplier’s Bargaining Power
  - c. Buyer’s Bargaining Power
  - d. Employee’s Bargaining Power
  - e. Threat of Substitutes
- iii. In the Value Chain Analysis Model, which of the following is given as a support activity?
  - a. Marketing and Sales
  - b. Inbound Logistics
  - c. Outbound Logistics
  - d. Operations
  - e. Human Resource Management
- iv. Which of these is NOT a competitive strategy in Porter’s Generic Strategies model?
  - a. Cost Leadership
  - b. Cost Focus
  - c. Differentiation
  - d. Scope
  - e. Focussed Differentiation
- v. SWOT in SWOT analysis are:
  - a. Strength, Weakness, Organization, Technology
  - b. Supply, Work, Organization, Technology
  - c. Strength, Weakness, Operations, Threat
  - d. Strength, Weakness, Opportunity, Threat
  - e. Strength, Weakness, Operations, Technology
- vi. A vision of a company is
  - a. More long-term than its objectives and goals
  - b. Less long-term than its objectives and goals
  - c. More or less the same term as its objectives and goals
  - d. More long-term than objectives but less long-term than goals
  - e. Less long-term than objectives but more long-term than goals
- vii. Which of the following is not a growth strategy?
  - a. Diversification
  - b. Acquisition
  - c. Market Penetration

- d. Disinvestment
- e. Market Expansion
- viii. What is ABC accounting?
  - a. Activity Basic Cost Accounting
  - b. Available Basic Cost Accounting
  - c. Activity Based Cost Accounting
  - d. Accounting Based Cost Accounting
  - e. Arbitrary Basic Cost Accounting
- ix. Poor quality of selection will mean extra cost on \_\_\_\_\_ and supervision.
  - a. Training
  - b. Recruitment
  - c. Work quality
  - d. All of the above
  - e. None of the above
- x. \_\_\_\_\_ seeks to examine the goals of the organisation and the trends that are likely to affect these goals.
  - a. Organisational Support
  - b. Organisational analysis
  - c. Person analysis
  - d. Key skill abilities analysis
  - e. Value Chain Analysis

#### Group B

( 5 × 4 = 20 marks)

#### Q.2 Answer any 4 questions.

- a) How are the Mission and Vision of a company different? 5 Marks
- b) What is the threat of substitutes in Porter's 5 forces model? 5 Marks
- c) List 5 strategies for growth. 5 Marks
- d) What is the difference between recruitment and selection? 5 Marks
- e) What is the difference between training and development? 5 Marks
- f) List any five of the performance appraisal methods you have learnt about. 5 Marks

#### Group C

(10× 4 = 40 marks)

#### Q.3 Answer any 4 questions.

- a) Define a Small Enterprise and please elaborate on the importance of a small enterprise in the context of the Indian economy. 10 marks
- b) Please draw the Porter's 5 forces model and elaborate on each of the five forces. 10 marks
- c) Please do a SWOT analysis of the state of Odisha in the context of the Indian economy. 10 marks
- d) Conduct a Value Chain Analysis on the following business. 10 marks

Weddings have always played a quintessential role in Indian culture. Be it a glamorous Bollywood-styled wedding or a private ceremony, weddings are becoming more elaborate and expensive by the day. Even a typical Indian wedding