

( 4 )

- (b) Critically examine Dunlop's approach to industrial relations.
- (c) What is performance appraisal? Explain various methods of performance appraisal.

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Total No. of Questions : 4]

[Total No. of Printed Pages : 4

Course Code  
**DED – 05**

**Term End Examination - December, 2019**

**SMALL BUSINESS MANAGEMENT**

Diploma in Entrepreneurship Development (DED)

*Time* : 3 hours

*Full Marks* : 100

*The figures in the right-hand margin indicate marks*

Answer **all** Groups as directed

Group—A

- 1.** Answer *all* the questions, each within *1* word or *1* sentence : 1×10=10
- (a) Define MSME.
- (b) What is lack of continuity in a sole proprietorship?
- (c) What is legal liability?
- (d) What is “vision” of an organization?
- (e) Define goal and objective.
- (f) What is buyer power?

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- (g) What is threat of substitution?
- (h) What is horizontal merger?
- (i) What is acquisition?
- (j) What are joint ventures?

Group—B

- 2.** Answer any *four* questions each within  
100 words : 5×4=20
- (a) What do you mean by Human Resource Planning?
  - (b) What are the pros and cons of starting a partnership firm?
  - (c) What do you mean by strategic intent?
  - (d) Give those characteristics must be present in fairly framed objectives.
  - (e) Write about those entry barriers listed by Michael Porter.
  - (f) What are the benefits of SWOT analysis?

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Group—C

- 3.** Answer any *four* questions each within  
200 words : 10×4=40
- (a) Explain Training Need Analysis.
  - (b) What are the advantages and problems of large scale industry?
  - (c) Describe the purpose of performance appraisal in organizations.
  - (d) Perform SWOT analysis of a brand or company of your choice with explanation.
  - (e) Explain in detail the concept of Management by Objectives (MBO)?
  - (f) What are the various challenges faced by small businesses in India?

Group—D

- 4.** Answer any *two* questions each within  
300 words : 15×2=30
- (a) Highlight those initiatives and policies by Government of India to promote MSME.