

DU-359

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Finance & Marketing for Small Business

Paper - FELBEM-3

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Define Marketing. Discuss the various Marketing problems faced by small scale Enterprises ?
2. Discuss the nature of various financial requirements in a small-scale Enterprise ?
3. What is fixed capital ? Discuss the various sources of fixed capital ?
4. Explain the different types of Micro and Small Enterprises and their characteristics ?
5. Define Industrial Sickness and reference to small- scale Industry ?