

Part B - Essay Questions

Answer any 03 (three) questions.

(1)

- i. Explain the stages of venture development path. (08 Marks)
- ii. Explain the difference between the feasibility plan and business plan. (07 Marks)
- iii. Explain the major components of a feasibility plan. (10 Marks)

(Total-25 Marks)

(2)

- i. Briefly explain the factors that should be evaluated before a business going global. Your answer should support with examples. (08 Marks)
- ii. Discuss the main forces that are driving the Global Business. (08 Marks)
- iii. "Once an entrepreneur has decided to go global, the next step is to plan a strategy that matches the potential of the firm."

Explain any three different strategy options available for a Global firm. (09 Marks)

(Total-25 Marks)

(3)

- i. Explain the need of marketing research for a business organization. How it will help to an entrepreneur to successfully run the business? (10 Marks)
- ii. Discuss the forces of competition in an industry. Elaborate your answer by taking practical examples from the business environment. (15 Marks)

(Total-25 Marks)

(4)

- i. "Businesses assess external and internal environment in order to identify the business opportunities. Do you agree with this statement? Justify your answer by taking practical examples. (15 Marks)
- ii. How businesses determine the best opportunity? Explain your answer by including characteristics of most promising opportunities. (10 Marks)

(Total-25 Marks)

