

Small and Medium Enterprises Management
2nd Year 1st Semester - 2015



Part B - Essay Questions - 2015

Answer only three (03) questions including question No. 01.

Marks Allocation: 60 Marks

01. Assume that you are a business consultant and a client is approaching you to get advice on starting a business. The client has three business opportunities. However, he doesn't have any idea about evaluating business ideas and business planning. Thus, he is seeking for your advice.

You are required to:

Advice the client on the following areas.

- Selecting a "good business idea".
- Deciding on timing of business, location of business and sector of the business.

(Total - 20 Marks)

02. "Small business environment is very special and mostly influenced by the owner-manager and the organization itself".

You are required to:

Discuss the above statement with adequate justifications.

(Total - 20 Marks)

03. "Owner managers face critical marketing issues as well as advantages due to the inherited characteristics of a small business".

You are required to:

Evaluate the above statement with adequate justifications.

(Total - 20 Marks)

04. "Independence of action, organizational structure and management styles will be different significantly throughout the growth stages of a small business".

You are required to:

Suggest the critical management areas to be considered by the owner manager with adequate justifications.

(Total - 20 Marks)

