GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester – Regular) Examinations, December – 2020

MB 302 F – BUSINESS PLANNING AND SMALL BUSINESS MANAGEMENT

Time: 2 hrs   Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)   **(1 x 10 = 10 Marks)**

Q. 1 Answer *ALL* questions

a. A business plan is more likely to secure external funding if it is

(i) Has limited financial forecast information   (ii) Has little evidence of market research being carried out

(iii) Very lengthy and vague   (iv) Specific and concise

b. Which of the following best describes a business plan? A written document that describes

(i) The business, its aims/objectives, financial forecasts and market   (ii) The marketing plan of the business

(iii) The objectives and key targets of the business   (iv) How the business will produce its products

c. Persuasion is an essential element of effective negotiation because it helps in

(i) effecting agreements and solutions in the interest of all   (ii) settling issues between two parties

(iii) achieving one's own interests   (iv) resolving disputes among people

d. The final aim of negotiation is to:

(i) win at all cost   (ii) end a dispute

(iii) implement an agreement between two parties   (iv) reach an agreement

e. _____ is the process of forecasting an organisations future demand for, and supply of, the right type of people in the right number

(i) Human Resource Planning   (ii) Recruitments

(iii) Human Resource Management   (iv) Human Capital Management

f. ABC analysis is a technique of material control according to _____.

(i)number   (ii) value

(iii)quality   (iv) all the above

g. Choose which of the following is a benefit to the individual while receiving training?

(i) Creates an appropriate climate for growth, communication   (ii) Creates an inappropriate climate for growth, communication

(iii) Satisfies a personal needs of the trainer   (iv) None of the above

h. _____ is an objective assessment of an individual's performance against well-defined benchmarks.

(i) Performance Appraisal   (ii) Information for goal identification

(iii) HR Planning   (iv) None of the above

i. Which organisation structure is generally followed by big steel plants?

(i) Line organisation   (ii) Functional organisation

(iii) Line and staff organisation   (iv) All of the above

j. Which of the following is a drawback of business planning?

(i) Reduces risk by providing a guide for the business

(ii) Forecasts included in the process may be over optimistic

(iii) Allows the business to review its progress

(iv) It will help to secure any finance required

PART – II: (Short Answer Questions)   (2 x 5 = 10 Marks)

Q.2. Answer **ALL** questions

a. Define environmental scanning.

b. What are the advantages of Line Organisational Structure?

c. Define business crisis.

d. Why Time Management is Important in Corporates ?

e. State the objectives of inventory control.

PART – III: (Long Answer Questions)   (6 x 5 = 30 Marks)

Answer **ANY FIVE** questions.

3. What do you mean by Environmental scanning. Portray the various external factors of environmental scanning.

4. Explain the importance of business plan for an educational institution.

5. What do you understand goal setting? Why do you need it? Explain the different types of goal setting .

6. Explain Seven C's in Effective Communication.

7. What is Business Crisis? Illustrate the causes and solutions of different types of business crisis.

8. Define business ethics. Explain the various characteristics of business ethics.

9. What is performance appraisal? Explain the various techniques of performance appraisal.

10. Explain the various underlying principles of quality management.

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