# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

### B.Com. DEGREE EXAMINATION – COMMERCE

#### FIFTH SEMESTER – NOVEMBER 2019

#### 16/17UCO5ES03 – MANAGEMENT OF SMALL BUSINESS

Date: 06-11-2019          Dept. No.                              Max. : 100 Marks

Time: 09:00-12:00

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**SECTION – A   Answer all the Questions**                                    **(10 x 2=20)**

1. Define the term 'Business".
2. What is Trade?
3. Explain any four characteristics of cottage industries.
4. What are Franchisees?
5. Discuss any four sources of Business ideas.
6. How is the economic viability of a new venture judged?
7. What is a Co-operative enterprise?
8. Explain Long-term finance.
9. What do you understand by Convertible debentures?
10. What is a good capital structure?

**SECTION -  B          Answer any Four questions**                          **(4 x 10=40)**

11. Explain the characteristics of Business.
12. What are the requisites for success in Business?
13. "For the process of industrialization in India, small and large industries have to be viewed as mutually supportive and complementary." Discuss.
14. "What is Break-even analysis? Illustrate and explain the process of breakeven analysis for a new product.
15. Explain the differences between Shares and Debentures.
16. What is financial planning? Describe its significance for a small enterprise.
17. What do you mean by Venture capital? How do they help the new ventures?

**SECTION -  C  Answer any Two questions**                                    **(2 x 20=40)**

18. Explain in detail the role played by Small-scale Entrepreneurs in the growth and development of our economy.
19. 'Proper preparation of techno-economic feasibility report would go a long way in the success of small units. Comment. What major factors should be kept in mind while preparing such report? Illustrate your answer with an example.
20. Describe the various legal forms of Business organization. Give in brief relative merits and demerits of each. What are the respective feasibility areas?
21. What are the special features of small business finance? Enumerate briefly the determinants of capital structure and explain any three in detail.

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