SAINTGITS COLLEGE OF APPLIED SCIENCES

PATHAMUTTOM , KOTTAYAM

First Internal Examination [February 2017]

**BA Corporate Economics (Sixth Semester)**

**Entrepreneurship Development & Strategic Management II**

Total Marks: 50 Time: 2 hours

***Answer all questions. Each question carries 1 mark.***

1. Project report
2. Entrepreneur
3. Franchising
4. SANKALP
5. Sole proprietorship

(5 × 1 = 5 marks)

***Answer any 5 questions. Each question carries 2 marks.***

1. What are the different forms of synergy?
2. Mention the scope of a project report.
3. Distinguish between merger and acquisition?
4. Give any two promotional strategies in marketing.
5. Write the merits of partnership business form.
6. What is SWOT analysis?

(5 × 2 = 10 marks)

***Answer any 5 questions. Each question carries 4 marks.***

1. Give the advantages and disadvantages of long range planning.
2. Write the difference between a private and public company.
3. What are the project appraisal techniques adopted by the firm?
4. Discuss about marketing mix.
5. What do you mean by project life cycle ?
6. Explain the types of franchising with examples.

(5 × 4 = 20 marks)

 ***Answer any 1question. The question carries 15 marks.***

1. Discuss the contents of a project report.
2. Examine in detail the different forms of business organizations.

(1× 15 = 15marks)

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