

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
SMALL AND MEDIUM ENTERPRISE; BA(BS)-451;
BBA – III**

Date: June 15, 2017

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions all carry equal marks.**
- 2. Do not write anything on the question paper, EXCEPT Initials mentioned above.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Discuss the role of strategic planning in order to achieve success and competitive edge in the marketplace by SME'S owners.
- Q2. When setting prices of new product small business owners consider four C's of pricing. Explain it briefly.
- Q3. Why distribution is important to SME'S. When performing a complex operation of distribution which areas you need to take decisions?
- Q4. Location is a major factor in success and failure for SME'S. Explain some important factors affecting in Location choice.
- Q5. Explain the steps involved in planning facilities used by small and medium business owners.
- Q6. As a small business owner what are the primary type of risk you will face and how to cope with those risks?

END OF SUBJECTIVE PAPER