

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

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

Date: December 29, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Write only relevant and brief answers.**
- 2. Do not write anything on the question paper.**
- 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 Define SME's and briefly explain the classification of SME's.

Q2 What is operational planning and how SME's organize the operational activities efficiently?

Q3 What are the major challenges and issues of SME's of Pakistan?

Q4 Briefly explain the role of SME's in dispersal of economic activities across the country.

Q5 Briefly explain the role of marketing strategies for developing growth strategies for SME's.

END OF SUBJECTIVE PAPER