

## MUGBERIA GANGADHAR MAHAVIDYALAYA



**Department of Nutrition**

**B.Sc.Honours(CBCS)**

**Semester:-VI**

**Paper Code:-CC14**

1. What is small business entrepreneurship?
2. What is market research?
3. What is market potential?
4. Write the types of enterprises classification based on capital/product/location?
5. Write the following points explain the need for and importance of marketing research?
6. Write the five elements to determine market potential?
7. What is ownership pattern and different type of ownership pattern?
8. What is project appraisal in entrepreneurship development?
9. What is management?
9. What is organization?
10. What is marketing?
11. What is finance?
12. Why is budgeting so important?
13. Write about concept of cost?
14. Write the classification of management?
15. Write about importance of management?
16. Write the basic 14 principal of management?
17. Write the function of management?
18. Write the steps of organizing?
19. Write the function of marketing?
20. What is 4 ps of marketing?