

MBA-2 Sem.-4 (Rep) Examination

NEIM

Time : 2-30 Hours]

January-2025

[Max. Marks : 70

Write relevant answers as per instructions – All questions are compulsory

- 1) If your family had a highly successful business, would succession to the next generation (you and/or your siblings) likely be smooth, or would there be a potential for conflict and hurt feelings? **What would be a “fair” way to set up succession?** Should it be based on ‘seniority’ or as per contributions made to the business? Explain briefly. (14)

OR

Are you a time waster or a time server? What time management techniques do you use? How you can better manage your time? Why it is so important in day to day life and especially business arena **“To keep eyes and ears open and mouth shut”?** What is the paramount objective behind it? (14)

- 2) Write the **best business practices practiced by successful family businesses** in India with relevant example. (14)
- 3) List the **seven trends of next decade** that provides opportunities to start a new enterprise. (14)
- 4) What is **corporate liasioning**? Successful entrepreneurs always make themselves smart enough in this area of business? Why? Give suitable example. (14)
- 5) Is it more important for an entrepreneur to track **CASH or PROFITS**? Does it depend on the type of business and/or industry? What troubles will an entrepreneur face if she or he tracks only profits and ignores cash? What troubles will an entrepreneur face if she or he tracks only cash and ignores profits? (14)

OR

State the **essential elements of a good business plan** including its feasibility and viability studies of a SOLAR-PANEL manufacturing unit. (14)