



18ES51

**Module-4**

- 7 a. What are the stages in the development of a family business? Explain in detail. (10 Marks)  
b. Explain the characteristics of a family owned business in India. (10 Marks)

OR

- 8 a. Discuss the methods of generating business ideas. (10 Marks)  
b. Write short notes on :  
i) Marketing feasibility  
ii) Financial feasibility  
As applied to business ideas. (10 Marks)

**Module-5**

- 9 a. Discuss the reasons for preparing a business plan. (10 Marks)  
b. Briefly explain the government schemes for Micro Small And Medium Enterpriser (MSME). (10 Marks)

OR

- 10 a. Explain why some business plans fail. (10 Marks)  
b. List advantages and disadvantages of PERT and CPM network techniques. (10 Marks)

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