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12. a) Explain the Government Policies which support entrepreneurship development, in the Indian context.
(OR)
b) Explain the steps involved in the conduct of Entrepreneurship Awareness Programmes for Women Self Help Groups.
13. a) Explain the method of channel selection for marketing a product in a small business context.
(OR)
b) Explain in detail various growth strategies in order to promote small businesses.
14. a) Discuss elaborately about the importance of operations planning in order to succeed in business.
(OR)
b) Discuss the role of banks in funding support and financial assistance to prospective business ventures.
15. a) Analyse the scope and need for evaluation of a business to sustain profitability.
(OR)
b) Analyse the challenges in rehabilitation of sick business entities in small scale sector.

PART - C

(1×15=15 Marks)

16. a) Summarise your suggestions to an entrepreneur, who intends to increase the market share for an existing product, which is currently successful in the market.
(OR)
b) "An ideal business strategy for sustainability of a small business is cost minimisation". Justify your agreement or disagreement.