

SECTION - II

Q. 4. Case Study

(15)

'Delicious Sweet Shop' is a confectionary shop that prepares and offers a variety of sweets. The shop is doing reasonable business. But often there is a complaint about the non-uniform sizes and shapes of its sweets. By the time the consumers take the sweets home, the sweets and other delicacies lose their shape. Although the owner has informed the workers and others about the same yet there is no improvement. There are no technical problems in terms of mixing and other preparation problems. Also sometimes problems are raising in transportation. No quality control system is available. Customers are becoming restless due to the esthetic value of the products at the end.

Questions:

1. What are the major problem areas?
2. What are the probable solutions available?
3. Suggest a suitable title to the case.

Q. 5. Answer the following:

(10)

- a) Explain characteristics of a successful entrepreneur.

OR

- b) What are the various factors influencing mobility of entrepreneurs?
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