



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CIT 1212

Business Planning

Max: 75 marks

Answer any FIVE of the following:

(5X15=75)

1. Explain the disadvantages of Business Planning.
2. Discuss the steps involved in Market analysis.
3. Explain the process of Sales Planning.
4. Elucidate the new product development process.
5. Discuss the steps of Marketing Research.
6. Describe the types of Organisational Structure.
7. Explain the steps involved in Financial Planning.