

UNIT-4: ENTERPRISE GROWTH STRATEGIES

- 1. What is meant by Growth and development of an enterprise? What are the different ways of Expansion?**
- 2. Define Franchising.**
- 3. What is a Franchise Agreement? What are the main ingredients of a Franchise Agreement?**
- 4. How do big brands take advantage and make head towards for franchising?**
- 5. What are the different types of franchising options available for growth and expansion?**
- 6. How does the system of Franchising for growth and development help start-ups (newly formed enterprises)?**
- 7. What are the advantages of franchising?**
- 8. Discuss growth and development of an enterprise through mergers and acquisitions (M&A)
What are the different types of merger options available for an enterprise as part of their growth and expansion plans?**
- 9. Explain the reasons that contribute to mergers and acquisitions as part of growth expansion policy of an enterprise.**
- 10. Define Value addition in business. What are the different value additions that an enterprise can include in its business strategies?**
- 11. Explain how adding value is a strategy for growth and development. Discuss the value adding strategies that be employed at any phase of the production or service cycle.**
- 12. What is a ‘Value Chain’?**
- 13. What are ‘primary activities’ and ‘supporting activities’ in a value chain?**
- 14. What are main requirements for moving up along the value chain in an enterprise?**
