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MS-93

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

**MS-93 : MANAGEMENT OF NEW AND SMALL
ENTERPRISES**

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Examine the role of Government in the development of MSME sector. Explain the problems faced by this sector.
2. How does Securities and Exchange Board of India facilitate in capital raising by MSMEs ? Explain with the help of an example.
3. How does any entrepreneur identify opportunity ? What are the processes involved in identifying business opportunity ?

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4. What is market segmentation ? Identify the variables on the basis of which market is segmented.
5. Describe the various stages of growth in the life of MSME. Explain the managerial implications of these stages.
6. What is product mix ? What are the factors that need to be considered while taking product mix decisions ?
7. Explain why product or service design is important for any organisation.
8. Write short notes on any *four* of the following :
 - (a) Skill and competency
 - (b) Marketing orientation
 - (c) Short-term sources of finance
 - (d) Sales promotion
 - (e) Industrial Policy Statement of 1991