

01255

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any three questions from Section - A carrying 20 marks each.*

(ii) *Section - B is compulsory carrying 40 marks.*

SECTION - A

1. Discuss the role of entrepreneurship in SSEs/MSMEs for the economic development of a nation.
2. (a) List and explain the elements/variables which determine market demand.
(b) How is the competitive situation of a business analysed ? Explain using the framework for understanding the competition.
3. (a) How is working capital computed ? Explain using the checklist for working capital computation.
(b) What is Break-Even Analysis (BEA) ? Explain giving suitable example.

4. Explain the financial implications involved in business growth with reference to solvency, credibility, ability to raise funds, availability of resources and liquidity.
5. Write short notes on **any four** of the following :
 - (a) Stabilisation Strategies
 - (b) Market Share Analysis
 - (c) Training and Development
 - (d) Marketing Orientation
 - (e) Technical Feasibility

SECTION - B

6. "In the organised sector, the worker is not satisfied with the wages he receives. He expects to be protected against the galloping inflation. He wants to improve his standard of living by sharing in the gains of economic progress in the country." With reference to above statement, discuss wage fixation in SSE's/MSME's.
 7. Pricing is one of the key element of marketing mix. Discuss the common pricing methods and strategies adopted to meet the changes in a competitive environment.
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