

**MS - 93**

**Management Programme (MP)**

**ASSIGNMENT**

**For**

**January 2024 and July 2024 Sessions**

**MS - 93: Management of New and Small Enterprises**

**(Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024  
and for July 2024 sessions is 31<sup>st</sup> October, 2024)**



**School of Management Studies**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 93</b>
<b>Course Title</b>	<b>:</b>	<b>Management of New and Small Enterprises</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 93/TMA/JAN/2024</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024 and for July 2024 session is 31<sup>st</sup> October, 2024.**

1. “Market demand for a product or service is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing programme.” Explain the variables which must be understood in order to determine market demand.
2. What was the purpose of setting up National Small Industries Corporation (NSIC)? Discuss various programmes of financing under National Small Industries Corporation (NSIC).
3. “Business growth is dependent on solvency, credibility, ability to raise funds, availability of resources and liquidity”. Elaborate briefly on all these aspects of financial management.
4. What are the characteristics of micro, small and medium enterprises? Explain how they contribute to the economic development process of a country.
5. Explain different forms of internationalization of Micro, Small and Medium Enterprises (MSMEs)
6. Write short notes on the following:
  - Motives and Traits
  - Manpower
  - Medium term sources of finance
  - Principle of Conservatism