

MS-93

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS- 93: Management of New and Small Enterprises



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 93
Course Title	:	Management of New and Small Enterprises
Assignment Code	:	MS-93/TMA/SEM - I /2021
Coverage	:	All Blocks

Note : Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. Explain major entrepreneurial competencies. How is information seeking different from persuasion?
2. Why there is a need for market assessment? Explain the variables which determine market demand.
3. List the differences between Private and Public Limited Company stipulated under the Companies Act, 2013.
4. Discuss the promotional tools which are available to an entrepreneur. How is advertising different from sales promotions?
5. Explain the government initiatives for internationalization of small business.
6. Write short notes on any two of the following:-
 - (a) Family Business
 - (b) Special Features of MSMEs
 - (c) State Financial Corporation