

**MS-93**

## **Management Programme**

**ASSIGNMENT**  
**For**  
**January 2022 and July 2022 sessions**

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

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October, 2022)**



**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>MS-93</b>                                   |
| <b>Course Title</b>    | : | <b>Management of New and Small Enterprises</b> |
| <b>Assignment Code</b> | : | <b>MS-93/TMA/JAN/2022</b>                      |
| <b>Coverage</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 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. Explain with examples the employment generation potential of an Micro Small and Medium Enterprises (MSME).
2. Differentiate between selling and the marketing orientation using illustrations.
3. Give an overview of Technical Feasibility and know-how with special reference to scope of technical arrangements and provision of technical know how.
4. Why are small business owners not able to handle employee relations? Discuss what are the measures used for handling employee grievances?
5. Explain family business. Describe the positive and negative side of family business.
6. Write short notes on the following:-
  - (a) Classification of MSME's
  - (b) Formation of the Company
  - (c) Commercial Banks