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MER-006

M. A. (ENTREPRENEURSHIP) (MAER)

Term-End Examination

December, 2022

**MER-006 : MANAGEMENT OF NEW AND SMALL
ENTERPRISES**

Time : 3 Hours

Maximum Marks : 100

***Note :** There are two Sections : Section A and Section B. Attempt any **three** questions from Section A carrying 20 marks each. Section B is compulsory carrying 40 marks.*

Section—A

1. Describe the general procedure adopted in making location decisions for a firm. Discuss the locational problems faced in selection of plant site for single as well as multifacility location. 10+10

P. T. O.

2. How does a MSME (Micro Small and Medium Enterprises) manage its assets ? Discuss the role of trade debts in increasing sales of MSME.

10+10

3. Describe different aspects of plant maintenance and quality control of a small enterprise. 20

4. What do you mean by market segmentation ? Give suitable example. Describe the commonly used variables for market segmentation. 10+10

5. Write short notes on any *four* of the following :

4×5=20

- (a) Industrial Engineering
- (b) Entrepreneurship
- (c) Organising manpower
- (d) Market analysis
- (e) Stages of growth of MSME

Section—B

6. “In order to perform moderately well, a business should be able to perform both at average performance level as well as earning on

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assets.” How is Total Performance Index being adopted by MSME’s in this regard ?

7. How do management challenges differ over the stages of growth in a small enterprise ? Explain with a suitable example. Describe the various stabilisation strategies adopted by an entrepreneur operating a fast food restaurant in a metropolitan city.