

**MASTER OF ARTS
(ENTREPRENEURSHIP) (MAER)
Term-End Examination
December, 2023**

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

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Discuss the role of market demand analysis in market assessment. Explain the elements which determine market demand. 10+10
2. Discuss in detail how assets and liabilities of the business enterprise have to be managed comprehensively. 20
3. Explain method study and work measurement. How is it relevant to small scale enterprise ? 10+10
4. Describe the factors that go into the process of wage fixation in a small industry. Discuss briefly the benefits and services offered to an employee in small industry. 10+10

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5. Explain management challenges differ over the stages of growth in a small enterprise. With suitable example, describe the various strategies adopted by an entrepreneur operating a fast-food restaurant in metropolitan city. 10+10
6. Discuss the opportunities and threats faced by an entrepreneur in stabilisation of an enterprise. Describe the organisational requirements for a growth of small scale enterprise. 10+10
7. What measures of performance assessment and marketing control would you apply for the following enterprises ? 20
 - (a) A beauty saloon
 - (b) A boutique apparel
 - (c) A bakery unit
8. Write short notes on any *four* of the following : 5 each
 - (a) Collection of information
 - (b) Market analysis
 - (c) Plant layout
 - (d) Educator and entrepreneur
 - (e) Organizing manpower