

00486

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

**MS-093 : MANAGEMENT OF NEW
AND SMALL ENTERPRISES**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *There are two sections. Section - A and Section - B.*
- (ii) *Attempt any three questions from Section - A carrying 20 marks each.*
- (iii) *Section - B is compulsory carrying 40 marks.*
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SECTION - A

1. Explain the contribution of Micro Small and Medium Enterprises (MSME) in the development of the economy. How does MSME creates employment potential ?
2. Discuss the role which market demand analysis plays in market assessment. Explain the elements which determine market demand.
3. What is Break Even Analysis (BEA) ? What are the cost components involved in BEA ? Discuss how is Break Even Point calculated.
4. How is training and development conducted for employees in a MSME ? What are the types of training available to employees ?

5. Write short notes on any four of the following :
- (a) (Liberalisation, Privatisation and Globalisation) LPG Model
 - (b) Entrepreneurship
 - (c) Partnership
 - (d) Recruitment
 - (e) Stages of Growth of MSME

SECTION - B

6. Define a family business. What are the positive and negative side of family business ? Explain giving examples.
7. What is a Product ? Explain various types of products, product mix and product attributes. Explain how is branding different from packaging.
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