

No. of Printed Pages : 3

MS-93

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

**MS-93 : MANAGEMENT OF NEW AND SMALL
ENTERPRISES**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *There are two Sections : Section A and
Section B.*

(ii) *Answer any three questions from
Section A carrying 20 marks each.*

(iii) *Section B is compulsory carrying
40 marks.*

P. T. O.

Section—A

1. Explain the problems faced by Micro, Small and Medium Enterprises (MSMEs). How is conducive environment created for functioning of MSMEs in India ? Discuss with examples.
2. What is the meaning of marketing orientation for an MSME ? Briefly discuss the need for market assessment for starting an MSME.
3. What is a Business Plan ? Discuss exclusive summary of a Business Plan, by giving an example of the same.
4. What are the three phases of production planning ? Briefly discuss how is production control planned and executed.
5. What are the various forms of internationalization of MSMEs ? Discuss them with suitable examples.

Section—B

6. Explain the formation of company form of business organization. What are the special characteristics of a company ? Briefly differentiate between a private and a public limited company.

7. Describe Marketing Mix. Explain briefly the 4 P's of marketing mix helpful in marketing of any product.