

00225

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Briefly explain the Industrial Policy Resolution adopted from 1948 to 1991 with special emphasis on development of SSEs/MSMEs.
2. Explain the general procedure adopted for making locational decisions in the process of selecting a site.
3. List and explain the characteristics of partnership.
4. Explain the phases of Production Planning and Control. What are the control techniques adopted for Production Control ?

5. Write short notes on **any four** of the following :
- (a) Growth Strategies
 - (b) Inventory Control
 - (c) Break - Even Analysis
 - (d) Entrepreneurial Competencies
 - (e) Material Management

SECTION - B

6. Family business is the most traditional form of business enterprises. Despite the development of various other forms of enterprises, the family form of business enterprise still dominates. Explain the advantages and disadvantages of a family business.
7. What are the promotional tools available to an entrepreneur ? How are these tools used to influence customers ? Explain.
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