

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2022

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

Time : 3 hours

Maximum Marks : 100

Note :

- (ii) Answer any **five** questions.
(iii) All questions carry equal marks.

1. Differentiate between the following entrepreneurial competencies :

- (a) Competence
(b) Skill
(c) Motives and Traits

Discuss how do these competencies contribute in making a successful entrepreneur.

2. Why is designing of services more difficult than product design ? Discuss with the help of an example.

3. What are the common errors in business plan formulation ? Discuss.
4. What do you mean by plant location ? Discuss the factors which determine plant location.
5. Write short notes on any **four** of the following :
 - (a) Total Performance Index
 - (b) Coping Strategies
 - (c) One Person Company
 - (d) Selection of Site
 - (e) Limited Liability Partnership
6. “Good financial management is one which ensures that a business enterprise is growing. Business growth is dependent on solvency, credibility, ability to raise funds, availability of resources and liquidity.” With reference to the statement given above, explain the financial implications of a growth strategy.
7. Discuss the initiatives taken by the government for Internationalization of small business. Explain with the help of suitable examples.
