

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2022**

**MS-93 : 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) *Answer 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. Discuss the role played by the industry associations, societies and NGO's in the development and growth of MSMEs.
2. How does an entrepreneur decide about the final project ? What is the criteria of selection used for zeroing in process ?

3. How do MSME's receive financial support from venture capital firms ? Explain giving example.
4. Differentiate between personal selling and sales promotion as a promotional tool available to an entrepreneur.
5. Write short notes on any *four* of the following :
  - (a) Securities and Exchange Board of India
  - (b) Business *vs.* Family
  - (c) MSME exports
  - (d) Break-even Analysis
  - (e) Entrepreneurship

**Section—B**

6. Identify the institutional set-up for MSMEs development in India with reference to :
  - (i) National Level Institutions
  - (ii) State Level Institutions
7. Explain the role played by financial institutions in providing assistance to MSMEs. Discuss with special reference to :
  - (i) Small Industries Development Bank of India (SIDBI)
  - (ii) National Small Industries Corporation (NSIC)