

**MASTER OF ARTS (ENTREPRENEURSHIP)
(MAER)**

Term-End Examination

June, 2022

**MER-006 : MANAGEMENT OF NEW AND SMALL
ENTERPRISES**

Time : 3 hours

Maximum Marks : 100

Note : There are **two** sections : Section A and Section B. Attempt any **three** questions from Section A, carrying 20 marks each. Section B is **compulsory**, carrying 40 marks.

SECTION A

1. Discuss the role of market demand analysis in market assessment. Explain the elements which determine market demand. 10+10
2. Describe the steps involved in setting up of small business enterprise, with a suitable example. Discuss the role of Market Research in distribution of finished product. 10+10
3. Discuss the importance of Production Schedule for evaluation and control of production operations. Explain the various quality control tools that can be used by small entrepreneurs. 10+10

4. What steps should be followed in selecting employees in a small firm ? How is training and development conducted for employees in an MSME ? 10+10
5. Write short notes on any **four** of the following : 4×5=20
- (a) Plant Layout
 - (b) Total Performance Index
 - (c) Entrepreneurship
 - (d) Vocational Skills
 - (e) Collection of Information

SECTION B

6. How do management challenges differ over the stages of growth in a small enterprise ? Explain with a suitable example. Describe the various stabilization strategies adopted by an entrepreneur operating a fast food restaurant in a metropolitan city. *10+10*
7. “In order to perform moderately well, a business should be able to perform both, at average performance level as well as earning on assets.” How is Total Performance Index being adopted by MSMEs in this regard ? *20*
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