

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Explain the special features of Micro, Small and Medium Enterprises (MSMEs). Discuss the role played by MSMEs in the economic development of a country.
2. Explain the role played by Industry, Associations, Business Societies and Non-government Organisations in development of MSME sector.
3. Discuss the importance of market demand analysis in market assessment. Describe the elements which determine market demand.

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4. Discuss the implications of financial planning in the growth of MSME.
5. Describe the need for performance assessment and control for a MSME.
6. Discuss the viability of family based business in India. Describe the strengths and weaknesses of family based business.
7. Briefly describe the important components of a business plan.
8. Write short notes on any *four* of the following :
 - (a) Entrepreneurial competencies
 - (b) Zeroing in process
 - (c) Long-term sources of finance
 - (d) Plant layout
 - (e) Marketing mix