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**MER-006**

**M. A. (ENTREPRENEURSHIP) (MAER)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. 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
2. Explain the basic steps involved in bringing of a product from an idea to a finished product. Discuss production design related to technology determination and equipment selection. 20

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3. What are the important considerations in a product design selection ? Explain the process of prototype development. 10+10
4. Explain the importance of developing sound policy for personnel matters in a small firm. Suggest measures for improving personnel matters in organisations. 10+10
5. Discuss the measures that can be used to assess the working of small scale industry. Explain with an example. 20
6. “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 ? 10+10
7. 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

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8. Write short notes on any *four* of the following :

5 each

- (a) Organising of manpower
- (b) Vocational skills
- (c) Group enterprises
- (d) Plant layout
- (e) Market analysis