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MS-93

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Discuss the role of Entrepreneurship in Micro, Small and Medium Enterprises (MSME). Explain their contribution in economic development.
2. Discuss the Associations, Societies and Non-Governmental Organization (NGOs) related to MSMEs.
3. Describe the concept of business opportunity and discuss the best way to identify it.
4. What is financial planning of a MSME ? How are financial requirements assessed ? Discuss.

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5. Why is analysis and supervision required at the pre-investment stage and post-investment stage of asset management ? Explain.
6. Describe market segmentation. How can market be segmented on the basis of defining variables ? Discuss.
7. How can total performance be measured by combining the sales index with the financial performance measure ? Discuss.
8. Discuss whether family business is a viable proposition. Explain the negative and positive side of family business.