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MER-006

MA (ENTREPRENEURSHIP) (MAER)

Term-End Examination

June, 2024

**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. What do you mean by market orientation for MSME (Micro Small and Medium Enterprises). Discuss the need for market assessment for starting a new Enterprise. 5+15
2. How does production design relate to technology determination and equipment relation ? Describe how an entrepreneur can simultaneously consider both quantitative and qualitative aspect in facility location analysis. 10+10

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3. What is market segmentation ? Explain the 4 Ps of marketing mix with special reference to promotion component. 5+15
4. What type of training is most effective for the employees of a MSME ? How should a small business manager handle grievances of his employees effectively ? 10+10
5. Write short notes on any four of the following : 4×5=20
 - (a) Recruitment
 - (b) Stages of growth of MSME
 - (c) Quality Control
 - (d) Vocational Skills
 - (e) Collection of information

Section–B

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 MSME in this regard. 20
7. How is growth of business dependent upon solvency, credibility, availability of resources and liquidity. Discuss in detail how assets and liabilities of the business enterprise have to be managed comprehensively ? 10+10
