

MANAGEMENT PROGRAMME

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *This paper has two Sections A and B.*
- (ii) *Attempt any three questions from Section-A which carry 20 marks each.*
- (iii) *Section-B is compulsory and carries 40 marks.*

SECTION - A

- 1. (a) Examine the role of prominent Industry Associations in India, in the development and growth of small scale sector. 10
- (b) Taking an appropriate example from real life, carry out the market demand analysis for a small entrepreneur. 10
- 2. (a) Examine the role of SFCs in providing financial assistance to SSEs. 10
- (b) How does market competition influence the pricing strategy of a small firm ? 10

3. (a) Discuss the advantages and disadvantages of "Partnership" form of organisation. 10
- (b) What is trade credit? How does trade credit help a small entrepreneur ? 10
4. (a) What role does marketing mix concept play in drawing the marketing strategy for a new product ? 10
- (b) How do the recruitment sources for small enterprises differ from those used by large companies ? Explain. 10
5. (a) Discuss the important issues in management of family enterprises. 10
- (b) Describe the measures using which a small enterprise can gauge its extent of success. 10

SECTION - B

6. Distinguish between *any four* of the following: **4x5=20**
- (a) Cash discount and Quality discount.
 - (b) Trade discount and Seasonal discount.
 - (c) Routing and Scheduling.
 - (d) Brand Mark and Trade Mark.
 - (e) Salaries and Wages.
7. (a) What are the important considerations in a product design selection ? Explain with suitable example. **10**
- (b) What does human resource planning entail for a small enterprise ? Explain. **10**
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