

MS - 93

Management Programme (MP)

ASSIGNMENT
For
July 2025 and January 2026 Semesters

MS - 93: MANAGEMENT OF NEW AND SMALL ENTERPRISES

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 93
Course Title	:	Management of New and Small Enterprises
Assignment Code	:	MS - 93/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. Describe the special features of MSMEs? Identify the leading industries in MSME Sector.
2. Differentiate between Marketing and Selling. Explain the concept of Marketing with the help of examples.
3. What is One Person Company? Briefly discuss the advantages and disadvantages of One Person Company.
4. “Quality is the performance of the product as per the commitment made by the producer to the consumer.” Elaborate on the statement with special reference to Quality Control.
5. Is family business viable? Justify.
6. Write short notes on the following:
 - (a) Industrial Policy Statement of 1991
 - (b) Market Demand
 - (c) Partnership
 - (d) Training and Development