

No. of Printed Pages : 2

MER-006

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

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

1. Differentiate between marketing and selling.
Describe market demand analysis. 20
2. What are the basic steps in system of bringing
a product and service from an idea to a finished
product and service ? Describe the factors taken
into consideration in selection of site. 20
3. Enlist the steps required to establish small
enterprise. Describe any *four*. 20

4. "Performance evaluation to be useful and effective, it must be done periodically and regularly." Discuss it with reference to MSMEs. How assets and liabilities of the business enterprise have to be managed comprehensively ? 20
5. Discuss the factors involved in decision of plant location. Explain various quality control tools that can be used by small entrepreneur. 20
6. What do you mean by product and product attributes ? Describe different ways of product promotion. 20

Or

Differentiate between any *two* of the following :

2×10=20

- (a) Market mix and Product
 - (b) Branding and Packaging
 - (c) Personal selling and Sales promotion.
7. Write short notes on any *four* of the following : 4×5=20

- (a) Human Resource Planning
- (b) Inventory Management
- (c) Horizons of Handicraft
- (d) Vocational Skills
- (e) Market Analysis
- (f) Training and Development

× × × × × × ×