

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any *five* questions. Each question equals 20 marks.

1. Explain the competencies relevant for entrepreneurial development.
2. Differentiate between marketing and selling. Why is there a need for market assessment ? Explain.
3. Explain the factors influencing make or buy decision in technology determination. What are the levels at which technology considerations are taken ? Discuss the various criteria for evaluating production process and equipment selection.

4. Briefly discuss the steps involved in preparation of a business plan. How is the current market status determined ? Explain.
5. Explain the basis for classification of companies. How are companies classified on the basis of liability different from companies classified on the basis of ownership ? Discuss.
6. What are the factors on the basis of which decisions related to plant locations are determined ? Explain.
7. Define training. Explain the various types of training available to employees. Why is training function most neglected in small industry ? Which are the organizations which design training programmes for small enterprises ? Discuss.
8. Explain as to why stabilization phase is treated as one of the most critical periods in the life of any enterprise. Discuss the critical areas of concern at this phase and the possible strategies to overcome them.

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