

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

December, 2025

**MS-93 : 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. (a) Discuss the special features of Micro, Small and Medium Enterprises.

(b) Explain as to small firms are considered to be more labour-intensive.

2. Describe the steps involved in the process followed by an entrepreneur to arrive at the final project.

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3. Explain why product or service design is important for any organization. Discuss the various stages involved in a product design.
4. Briefly discuss the components of a business plan. Illustrate with the help of an example.
5. Write short notes on the following :
 - (a) Solvency and Credibility
 - (b) Trading on Equity and Liquidity
6. What is pricing ? Discuss the various methods of pricing that need to be considered while taking pricing decisions.
7. What are the stages of growth of an enterprise ? Why building strength and coping with competition is an important strategy for stabilization of firms ? Discuss.
8. Write short notes on any *four* of the following :
 - (a) Selection of site
 - (b) Small Industries Development Bank of India
 - (c) Managing Liabilities
 - (d) Coping strategies in family business
 - (e) Market share analysis

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