

**BACHELOR OF ARTS
(VOCATIONAL STUDIES)
MICRO, SMALL AND MEDIUM
ENTERPRISES (BAVMSME)**

Term-End Examination

June, 2025

BERC-133 : MSMEs AND RURAL INDIA

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. What is the revised classification of MSMEs in India ? Describe the features of MSMEs. How are MSMEs important for the economic development of India ? 20
2. (a) Describe rural resources which are contributing to employment generation through MSMEs. 10

- (b) Give the details of local resources that can be leveraged for sustainable development in the MSME sector. 10
3. Describe the strategies to minimize wastage and optimize the production process. Explain with the help of examples. 20
4. (a) What is the need of network building for businesses ? 5
- (b) Briefly describe the strategies that a business can employ to engage with stakeholders. 15
5. Describe District Industries Centres (DICs) and give their functions. Why are DICs important ? 20
6. Write short notes on the following : 4×5=20
- (a) Strategies to tap into the potential for MSMEs
- (b) Types of Rural Entrepreneurship
- (c) Functions of Livelihood Business Incubators

- (d) Resource optimization plan for a manufacturing company
7. Describe *four* important schemes offered by the 'Ministry of Rural Development' for promotion and development of entrepreneurship in rural areas. 20
8. (a) Explain how the quality of life of people has improved with technology. 10
- (b) Describe the issues and challenges associated with technology. 10

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