

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. What are the implications of 'marketing orientation' on the process of product selection ? Describe the competitive situation with respect to the scooter market in India. 20
2. How does product design relate to technology determination and equipment selection ? Describe general procedure for making location decisions. 20

3. Explain the role of a mentor, importance of networking and market research in setting up of a small enterprise. 20
4. Explain how business growth is dependent on solvency, credibility, availability of resources and liquidity. 20
5. Discuss the process of prototype development. Explain *three* most important variables affecting the location decision. 20
6. What do you mean by market segmentation ? Explain with an example. Describe its common pricing methods and strategies. 20
7. Write short notes on any *four* of the following : 5×4=20
 - (a) Branding
 - (b) Distribution
 - (c) Inventory Control
 - (d) Group Enterprise
 - (e) A case study of educator and entrepreneur

× × × × ×