

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**June, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Explain the concept of entrepreneurial competencies. Discuss in detail the major competencies relevant for entrepreneurial development.
2. Explain the role of Associations, Societies and Non-Governmental Organizations in the development of Micro, Small and Medium Enterprises.

3. Discuss the different marketing orientations. Explain the need for market assessment.
4. Discuss the various sources of finance and identify the types of financial needs of MSMEs.
5. Examine the characteristics of a company. Differentiate between Private and Public Limited Company under the Companies Act, 2013.
6. “Plant location is a strategic decision and has to be arrived at after careful deliberations of various factors involved.” Discuss.
7. What are the different types of remuneration and benefits available to employees ? Why are they important to motivate employees to perform ? Discuss.

8. Write short notes on any *four* of the following :

- (a) Financial support to MSMEs from Venture Capital Funds
- (b) Marketing Mix
- (c) Types of training
- (d) Internationalization of MSMEs
- (e) Total Performance Index

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