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BERC-133

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

Term-End Examination

June, 2026

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. (a) How do local resources help in starting a new venture ? Explain with the help of examples.
- (b) What important steps need to be taken for tapping local potential for growth and development of a business ? 10+10

2. (a) Describe the factors responsible for resource wastage in MSMEs.
- (b) Discuss the potential of renewable energy sources as local resources for promoting sustainable development in MSMEs. 10+10
3. Explain how technology can be used for networking and advertising of a product or initiating a new business venture by studying regional requirements in rural India. 20
4. (a) Describe the term 'Culture' and its definitions. Highlight the characteristics and components of culture.
- (b) What are the different challenges faced by rural entrepreneurs in India ? 10+10
5. (a) Explain rural entrepreneurship. How has it affected the development of villages in India ?
- (b) Elaborate the role and importance of rural entrepreneurs in India. 10+10

6. Write short notes on the following : 4×5=20

(a) Start-up Village Entrepreneurship Programme (SVEP)

(b) Challenges in resource utilization.

(c) Resource optimization plan for a Restaurant

(d) Structure of the 'Panchayats'

7. (a) Describe the role played by Technology Business Incubators in rural entrepreneurship development.

(b) What benefits can start-ups and MSMEs in rural areas derive by engaging in the ASPIRE project ? 10+10

8. (a) Differentiate between Innovative and Traditional Marketing.

(b) What are the target groups in rural areas who need technology transfer ?

10+10

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