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MER-006

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 2026

**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. Explain the basic steps involved in bringing
of a product from an idea to a finished
product. Discuss production design related
to technology determination and equipment
selection. 10+10

2. Explain the importance of developing sound policy for personnel matters in a small firm. Suggest measures for improving personnel matters in an organization. 10+10
3. Differentiate between the following : 20
- (a) Market mix and product
 - (b) Branding and packaging
 - (c) Personal selling and sales promotion
4. Describe issues related to management of assets and liabilities. Discuss the implication of financial planning for growth. 10+10
5. Discuss the important considerations in a product design selection. Explain the process of prototype development. 10+10
6. What are the measures of overall performance that can be adopted to assess the working of small scale industries ? Explain with example. 20

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7. Discuss the role played by the industry associations, societies and NGOs in the development and growth of MSMEs. 20

8. Write short notes on any *four* of the following : 5×4=20

(a) Organising of Manpower

(b) Market Analysis

(c) Product Life Cycle

(d) Niche Market

(e) Inventory Management

(f) Plant Layout

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