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MS-093

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2026

**MS-093 : MANAGEMENT OF NEW AND SMALL
ENTERPRISES**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

***Note : Attempt any **five** questions. Each
question carries 20 marks.***

1. List the special features of MSMEs which enable them to contribute in economic development. Explain giving examples.
2. What do you understand by entrepreneurial competencies ? Describe various major competencies that contribute towards top performance.

3. How does an entrepreneur identify an opportunity ? What is the role of Opportunity that Scanning and Identification (OSI) in successful enterprise management ?
4. How does internal and external environment influence New Product Development ? Discuss the stages in product design with the help of an example.
5. What are the financial needs of an enterprise ? Explain the internal and external sources of finance for an enterprise.
6. What is Break Even Point? How is it calculated ? Explain giving examples.
7. What is Production Planning ? Explain the phases in which the process of production planning can be divided. How is Production Control exercised ? Discuss.
8. What is Total Performance Index ? Describe the need for performance assessment and control for a Micro, Small and Medium Enterprise.

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