

MS-93 : MANAGEMENT OF NEW AND SMALL ENTERPRISES



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Description

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■ MANAGEMENT PROGRAMME

Term-End Examination

December, 2021

MS-93 : MANAGEMENT OF NEW AND SMALL ENTERPRISES

Time : 3 hours Maximum Marks : 100

(Weigh tage 70%)

Note : (i) Attempt any three questions from Section-A carrying 20 marks each.

(ii) Section - B is compulsory and carries 40 marks.

SECTION - A

1. Briefly explain the Problems and Support Needs of SSEs with special reference to Acquisition, Transfer and Adaptation of Technologies.
2. What criteria are used for technology selection by Small Scale Enterprises ? State the sources of information regarding technology selection.
3. Briefly describe various dimensions which an entrepreneur needs to examine before selecting a particular location/site.
4. (a) Why small business owners in general are considered not good at handling employee relations ?
(b) Discuss the different pricing policies which Small Scale Sector should consider ?

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

- (a) Family Business
- (b) Growth strategies
- (c) Personnel recruitment process in small enterprises
- (d) Proprietorship
- (e) National Small Industries Corporation (NSIC)

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