

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MSB21T2007 - Small and Medium Enterprises

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Define the 4 P's of marketing. K2 CO1 (2)
2. What is the importance of Small and tiny businesses? K2 CO2 (2)
3. Identify the industry associations that promote MSMEs. K4 CO3 (2)
4. Examine any two methods of credit pricing. K4 CO4 (2)
5. Interpret the recommendations of the Kothari Commission. K4 CO5 (2)
6. Inspect the importance of target market selection in the early phase of launching a business. K4 CO1 (5)
7. Critically examine the argument "Feasibility of buying an existing enterprise is beneficial for an entrepreneur". K4 CO2 (5)
8. "The technology and quality up gradation support for MSMEs is one of the ten initiatives outlined by the National Manufacturing Competitiveness Programme (NMCP)" Justify the statement by citing a few programs under the scheme. K5 CO5 (6)
9. Critically examine the role of the following agencies. K5 CO3 (8)
 - i. SISI
 - ii. SIDBY
 - iii. RRB
 - iv. Co-operative Banks
10. Explain how SMEs manage their credit risk? Justify your answer with relevant examples. K5 CO4 (8)
11. The sole child of XYZ Ltd's owner was Meera. Punjab was home to the textile manufacturing company XYZ Ltd. The business was making good money. It began in the year 1980. Meera too aspired to launch her own business and make a tiny profit. She considered opening a facility in Punjab that produced jeans and t-shirts. She had the notion because her father worked in the textile industry. Although Meera's father advised against it, she was adamant. She began her own firm with money she borrowed from her father, saying, "I believe in my intuition and I know that I will do well in this business." She made the necessary investments in equipment and hired the staff she needed. The business's early years weren't good. Due to the large number of manufacturers in the same industry, she was unable to obtain orders from customers. She considered getting a loan to upgrade the production.
 - a. Which lending organizations can provide loan to Meera?
 - b. Do you believe Meera found the best business opportunity and made the best choice to manufacture jeans and t-shirts?