



**JX-161100020303**

Seat No. \_\_\_\_\_

**M. B. A. (Sem. III) (CBCS) Examination**

**October - 2019**

**Management of New & Small Enterprises**

Time : 3 Hours]

[Total Marks : 70

**Instruction :** All questions carry equal marks.

- 1 Define an Entrepreneur. What type of characteristics and skills are needed to become a successful Entrepreneur ?

**OR**

- 1 What are the various types of classification on the basis of which an entrepreneur can be classified ?

- 2 (a) What factors should be considered while selecting a location of an enterprise ?

- (b) What is meant by Project Report and why it is needed ? Which essential things be disclosed in it ?

**OR**

- 2 (a) Discuss the Importance of various Institutions in helping Entrepreneurship Development in India.

- (b) Does factory design and layout help in smooth operations? Explain with the help of suitable examples.

- 3 Discuss the various types of Problems that an Entrepreneur generally faces.

**OR**

- 3 What is meant by standardization ? Explain with the help of suitable examples standards that we usually find with organization and products. What purposes do they serve ?

- 4 (a) Critically evaluate the organizational form of Partnership vs Private Ltd Company for an Entrepreneur intending to set up a Hotel Business.
- (b) What is meant by a Small Scale Enterprise ? What role does it play in developing country like India ?

**OR**

- 4 (a) Mr. A has started a new business of departmental store. He seeks your advice to choose combination of advertising medium and tactics to maximize his reach to potential customers. Guide him what he should do and how ?
- (b) What is meant by Industrial sickness ? What are the causes and remedies of it ?

5 Write short notes on : (any **two**)

- (a) Women entrepreneur
- (b) NIESBUD
- (c) Product Planning and Development Strategy.

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