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BERC-133

**BACHELOR OF ARTS
(VOCATIONAL STUDIES) MICRO,
SMALL AND MEDIUM ENTERPRISES
(BAVMSME)**

**Term-End Examination
December, 2025**

BERC-133 : MSMES AND RURAL INDIA

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

1. (a) Describe the important local requirements/needs for MSMEs. 10
- (b) Explain the challenges in resource utilization and wastage for MSMEs. 10

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2. (a) Explain various rural resources utilized by MSMEs. How do they drive employment generation in rural regions ? 10
- (b) What steps should be followed for indentifying local resources to start a new venture ? 10
3. Describe with the help of examples how technology can be used to enhance traditional practices and skills for the betterment of the business. 20
4. Explain the concept of rural markets. Describe the major improvements/transformations in rural marketing. 20
5. Briefly describe the role, performance, importance and challenges of rural entrepreneurs in India. 20
6. Write short notes on the following : $4 \times 5 = 20$
- (a) Revised classification of Micro, Small and Medium Enterprises (2020)

- (b) List the challenges faced by MSMEs.
 - (c) Consequences of resource wastage
 - (d) Resource optimization plan for a retail store
7. What do you understand by 'ASPIRE' ?
Explain its components. Describe the importance of ASPIRE programme in the growth of rural economy. 20
8. (a) Which are the target groups in rural areas who need technology transfer ? 10
- (b) Describe the main challenges of technology transfer in rural areas. 10

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