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MER-006

M. A. (ENTREPRENEURSHIP)
(MAER)

Term-End Examination

December, 2025

**MER-006 : MANAGEMENT OF NEW AND
SMALL ENTERPRISES**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

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1. Discuss the role played by the industry associations, societies and NGOs in the development and growth of MSMEs. 20
 2. Describe the steps involved in setting up of small business enterprise, with suitable examples. Discuss the role of market research in the distribution of finished product. 10+10

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3. Explain why location decisions are important in business. Discuss the general factors involved in determining the location of a business. 8+12
4. Discuss in detail how assets and liabilities of the business enterprise have to be managed comprehensively. Explain the difference between credibility and liquidity. 12+8
5. Discuss the importance of enterprise maintenance and explain the various quality control tools that can be adopted by small entrepreneurs. 12+8
6. Differentiate between personal selling and sales promotion as a promotional tool available to an entrepreneur. 20
7. Describe the steps to be followed in selecting employees in a small firm. How is training and development conducted for employees in an MSME ? 10+10

[3]

8. Write short notes on any *four* of the following : 5×4=20

- (a) Vocational Skills
- (b) Principles of Conservation
- (c) Break-even Analysis
- (d) Business *vs.* Family
- (e) Entrepreneurship
- (f) Group enterprises

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