

[This question paper contains 4 printed pages.]

8. Write short notes of **any two** of the following:

- (a) Market assessment
- (b) Registration process
- (c) Total Quality Management (9+9)

Your Roll No.....

Sr. No. of Question Paper : 1103 D

Unique Paper Code : 6132391102

**Name of the Paper : Organization and
Management of MSMEs**

**Name of the Course : B.A. (VS) Small and
Medium Enterprises**

Semester : I

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **any 5** questions.
3. **All questions** carry equal marks.

1. You are a budding entrepreneur, looking to set up a food business in Delhi. How will you decide between 3 options: Buying an existing café, setting up your own café, or getting a franchisee license of an existing fast-food chain? Describe the location strategies you will use to ensure maximum footfall for your café.

(9+9)

2. In today's competitive world, MSMEs face huge challenges. Elaborate. Describe the initiatives taken by the Government of India to promote MSMEs.

(6+12)

3. You are a sole proprietor of a business. Due to steady growth of your business in the last 2 years, you are now thinking of admitting a partner. What are the pros and cons of doing so? Or, do you think it would be better to form a LLP? Give reasons for your answer.

(9+9)

4. Describe the types and features of different manufacturing processes available to MSMEs. Explain with reasons the manufacturing process most suitable for setting up a ceiling fan unit.

(15+3)

5. Elucidate the different resource allocation methods used in businesses for optimization of resources.

(18)

6. Explain Master Production Schedule (MPS) and describe the inputs and outputs of a MPS and how it supports the overall manufacturing process in a MSME.

(4+7+7)

7. Explain the concept of productivity and the key factors that influence productivity in MSMEs. How can entrepreneurs effectively manage these factors to their advantage?

(4+7+7)