8. (a) How can government incentives and facilities influence an entrepreneur's decision to set up manufacturing in a foreign country? Illustrate with a case example.

(b) Analyse how being part of a regional trade bloc (like the EU or ASEAN) could create opportunities and challenges for a new venture entering the market.

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 3412 **J**

Unique Paper Code : 6132393601

Name of the Paper : CONTEMPORARY ENVIRONMENT OF MSMES

Name of the Course : **B.A. (VS) SME**

Semester : VI (NEP)

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 **five** questions.
3. **All** questions carry equal marks.

1. How would you advise a traditional MSME to adapt to the competitive pressures created by globalization? Prepare a strategy for an MSME to expand its market reach using opportunities created through globalization.

2. Identify key areas where waste can be reduced in a garment manufacturing MSME using Lean techniques. How can lean manufacturing help an MSME to better meet customer demands and improve profitability?

3. Suggest a marketing and branding strategy for a rural MSME producing eco-friendly products. How can professional management practices help a small business in India scale up nationally?

4. How does the concept of Ease of Doing Business impact rural entrepreneurs differently compared to urban entrepreneurs? Devise a solution to tackle the biggest challenge rural entrepreneurs face in accessing finance.

5. Draft a proposal to use SHGs (Self-Help Groups) to promote women entrepreneurship in rural India.

6. Imagine you are starting a tech company. How would your entrepreneurial approach differ if you launch it internationally from the beginning rather than focusing only domestically?

7. A food delivery startup is considering expansion. How would the business model change if moving from a domestic-only market to multiple international markets? Provide examples.