

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA Gen	Year & Semester: 3 rd Yr & 6 th Sem
Course Name: Management of Micro, Small and Medium Enterprises	Course Code: BBA/GN/604
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Unit I

Short answer questions

Q.N.	Question	KL
1	Explain the concept of Entrepreneur & Entrepreneurship.	2
2	Discuss the objectives of MSMEs	2
3	Explain what role do MSMEs play in employment generation in India?	2
4	Discuss what role do entrepreneurs play in employment generation in India?	2
5	State the upper turnover limit for a medium enterprise as per the latest MSME classification?	1

Long answer questions

Q.N.	Question	KL
1	Discuss the quality & characteristics of Entrepreneurs.	2
2	Discuss the role of entrepreneurs in the growth of MSMEs in India. Provide examples of how entrepreneurs drive innovation and economic development in this sector.	2
3	Discuss the performance and key challenges of MSMEs.	2
4	Explain the role of MSMEs in Indian Economy	2
5	Discuss the importance of MSMEs in Indian Economy.	2
6	Discuss the steps involved in setting up an MSME in India, from registration to operationalizing the business.	2
7	Explain how do MSMEs contribute to India's economic development?	2

Unit II

Short answer questions

Q.N.	Question	KL
1	State one government scheme designed to support MSMEs.	1

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2	List one benefit of having market linkages for MSMEs	1
3	Discuss skill development in the context of MSMEs.	2
4	Explain the market linkage support.	2
5	State one technology upgradation scheme for MSMEs.	1
6	List any two benefits of cluster development.	1
6	Discuss why is finance availability critical for MSMEs?	2
7	Discuss the primary goal of cluster development for MSMEs.	2

Long answer questions

Q.N.	Question	KL
1	Explain the key benefits of government-supported technology upgradation for MSMEs?	2
2	Discuss the role of government initiatives in skill development for MSMEs in India. How do these initiatives enhance the competitiveness of MSMEs?	2
3	Explain various government initiatives for skill development in MSMEs and evaluate their impact on enterprise growth.	2
4	Discuss the importance of market linkages for MSMEs and suggest strategies to enhance them in rural areas.	2
5	Critically examine the role of technology upgradation support schemes in improving competitiveness of MSMEs.	5
6	Describe cluster development programmes for MSMEs and analyze how clusters improve productivity.	2
7	Evaluate different credit and finance support mechanisms available for MSMEs and recommend improvements.	5

Unit III

Short answer questions

Q.N.	Question	KL
1	Explain the primary goal of cluster development for MSMEs?	2
2	Discuss what does ASPIRE stand for in the context of MS policy initiatives?	2
3	Describe which amendment in the MSME Development Act focuses on enhancing support for small enterprises	2
4	Explain “ASPIRE” scheme.	2
5	State one objective of the MSME Development Act, 2006.	1
6	Discuss the meaning of e-governance initiatives.	2
7	State one feature of the MSME Development Act (Amendment) Bill, 2015.	1

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Long answer questions

Q.N.	Question	KL
1	Explain ASPIRE scheme, and what are its primary objectives in promoting rural entrepreneurship?	2
2	Discuss the importance of the MSME Development Act (Amendment) Bill, 2015 in promoting entrepreneurship. How does it address previous limitations in the MSME sector?	2
3	Explain the ASPIRE Scheme in detail, including its goals, components and expected outcomes for MSMEs.	2
4	Critically analyze the Salient Features of the MSME Development Act, 2006 and its significance for micro, small and medium enterprises.	5
5	Discuss the key amendments proposed in the MSME Development Act (Amendment) Bill, 2015 and their implications for MSME growth.	2
6	Describe how e-governance/digital initiatives are helping MSMEs in India. Provide examples.	2
7	Examine the relationship between innovation promotion and MSME policy with reference to the ASPIRE Scheme.	5

Unit IV

Short answer questions

Q.N.	Question	KL
1	Explain what is the role of Intellectual Property Rights (IPR) supporting MSMEs?	2
2	Discuss how does INSME facilitate networking among and medium enterprises?	2
3	State a common type of intellectual property MSMEs may seek to protect.	1
4	Explain the concept of WTO.	2
5	Enumerate the meaning of Intellectual Property Rights (IPR).	2
6	Describe the concept of INSME.	2
7	State the purpose of bar coding in business.	1
8	State one function of WTO affecting MSMEs.	1

Long answer questions

Q.N.	Question	KL
1	Discuss how does the WTO provide technical assistance to developing countries in strengthening their MSME sectors? Give specific examples.	2
2	Describe how does Intellectual Property Rights (IPR) benefit MSMEs in protecting their innovations?	2

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3	Examine the impact of barcoding on the operational efficiency of MSMEs. Discuss how the implementation of barcoding systems can improve inventory management, sales tracking, and customer service.	5
4	Explain the objectives and functions of the World Trade Organization (WTO) and discuss how they impact MSMEs.	2
5	Discuss the importance of Intellectual Property Rights (IPR) for MSMEs and describe the types of IPR relevant to them.	2
6	Examine the role of International SME Network (INSME) in promoting global cooperation among SMEs	5
7	Analyze the importance of bar coding in MSME product marketing and supply chain efficiency.	4
8	Evaluate how international institutions like WTO and INSME collectively influence MSME competitiveness in global markets.	5