

**C-6402**

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

End-Semester Examination

Sixth Semester

(Regular)

**MEDIUM AND SMALL ENTERPRISES MANAGEMENT**

*Time : 3 Hours*

*Max. Marks : 70*

**PART — A**

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Major problems of small and medium enterprises.
2. Feasibility study.
3. Capital estimation.
4. Indicators of sickness in small units.
5. Prospects for small scale industries.
6. Role of Government in promoting small enterprises.
7. Project identification.
8. Venture capital.

**PART — B**

Answer ALL the questions. **(5 × 10 = 50 Marks)**

**UNIT I**

9. (a) Enumerate the significance of medium and small enterprises in Indian Economy.  
Or  
(b) What is backward area? Enumerate various incentives provided to backward areas. Do you think these incentives are adequate?

Turn Over

UNIT II

10. (a) What is location of units? In what way location is important for small and medium enterprises?  
Or  
(b) What is registration of small and medium enterprises? Explain the process of registration with DIC.

UNIT III

11. (a) Explain the sources of Finance available to small and medium enterprises.  
Or  
(b) List out various marketing functions of small and medium enterprises.

UNIT IV

12. (a) How to prevent sickness in small and medium enterprises?  
Or  
(b) What is sickness? Explain its causes.

UNIT V

13. (a) Enumerate the significance of Rural Industries in Indian Economy.  
Or  
(b) Attempt the following :  
(i) DIC.  
(ii) What are ancillary industries?
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