

Seat No.	
----------	--

Set **P**

B.B.A. (Semester - III) (Old) (CGPA) Examination Mar/Apr-2018
MANAGEMENT OF SME

Time: 2½ Hours

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Select the correct answer from the possible choice:- **07**

- 1) Technical Consultancy Organization (TCO) provides _____ measure for promoting small enterprises.
 - a) Tax holidays
 - b) Subsidies on machines
 - c) Export duties
 - d) All of these
- 2) _____ is the analysis of building and machines.
 - a) Marketing analysis
 - b) Technical analysis
 - c) Financial analysis
 - d) Trading analysis
- 3) _____ Business organization is known for limited liability.
 - a) Sole trading
 - b) Partnership
 - c) Proprietorship
 - d) Joint Stock Company
- 4) Incubation is _____ stage of idea generation.
 - a) First
 - b) Second
 - c) Third
 - d) Fourth
- 5) _____ Institution is established to promote investment.
 - a) MIDC
 - b) DIC
 - c) SIICOM
 - d) HDFC
- 6) Small enterprises are superior for _____.
 - a) Employment generation
 - b) Balanced regional development
 - c) Equality of incomes
 - d) All of these
- 7) Brain storming method is used to _____.
 - a) Design product
 - b) Generate ideas
 - c) Selection of location
 - d) Purchase raw material

Q.1 B) State whether following statements true or false: **07**

- 1) Small enterprises have problems in marketing.
- 2) Joint Stock Company is well known for limited liability.
- 3) Project is work plan to start new venture.
- 4) Creativity method is used to start new venture.
- 5) Trade fare and exhibitions are promotional schemes for marketing.
- 6) Co-operative enterprises functions on company principles.
- 7) Technical consultancy organization is setup for marketing assistance.

Q.2 Write short notes: (Any two) **14**

- a) Sources of ideas generations.
- b) Technical analysis of project
- c) Creativity method

- Q.3 Write short notes: (Any two)** **14**
- a)** District Industrial Centre (DIC)
 - b)** Joint Stock Company
 - c)** Brain Storming method
- Q.4** Discuss the marketing assistance and export incentives to promote small enterprises. **14**
- OR**
- Describe the various steps for starting small enterprises.
- Q.5** Explain the significance and problems of small enterprises. **14**
- OR**
- Discuss the role of Small Industries Development Bank of India (SIDBI) in promotion of small enterprises.