

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Fourth Semester MBA Degree Examination June 2022 (2020 scheme)

Course Code: 20MBA276

Course Name: BUSINESS PLANNING FOR SMALL AND MEDIUM ENTERPRISES

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

Marks

- | | | |
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| 1 | Explain the concept of MSME. | (2) |
| 2 | Define Business Feasibility Study and its purpose. | (2) |
| 3 | Write a short note on Commodity Boards in India. | (2) |
| 4 | Mention the concept of Digital Marketing. | (2) |
| 5 | Define Rural Entrepreneurship. | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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| 6 | Explain the objectives of MSMEs in the Indian Economy. | (10) |
| 7 | Illustrate the structure of a Business Plan. | (10) |
| 8 | Discuss the Institutional Support Schemes to Entrepreneurs | (10) |
| 9 | Elaborate on the e-commerce benefits to small businesses. | (10) |
| 10 | Discuss the problems faced by Women Entrepreneurs. | (10) |

PART C

Compulsory question. This question carries 20 marks

- 11 The Micro, Small, and Medium Enterprises (MSME) sector is a very important piece of India's legacy economic model and a part of the critical supply chain for products and services. This sector is considered as the job creator and plays a crucial role in providing large-scale employment and industrialization of rural and backward areas. During the post-Independence period, small firms were expected to play an important role in the development process, especially in absorbing surplus labour and achieving an equitable income distribution. This is the traditional stylized role assigned to small industries. At the beginning of the

industrialization process, flexibility in production and the ability to offer differentiated products allow smaller firms to grow rapidly.

Globalization signifies a process of internationalization plus liberalization, in which the world has become a small village due to the concept of globalization. The competition has become intense in every field. Nations fight with a game plan to sustain their economy, by introducing new policies and announcing incentives to support mainly their economic- indicators. After the world economy was open to attack, the Indian economy has initiated to concentrate on the development of a small industrial base.

Since 1991, small-scale industries in India find themselves in an intensely competitive environment due to globalization, domestic economic liberalization, and dilution of sector-specific protective measures

The small-scale industries play a significant role in boosting the overall economic growth of an economy. The small-scale industries set up by the entrepreneurs in different states and Union Territories of India have contributed to the increased shares in overall production, fixed investment, exports, and Employment.

(20)

- a) Illustrate the impact of Liberalization, and Globalization on Indian SMEs.
