

SARDAR PATEL UNIVERSITY
BBA (I Sem.) Examination
2013

Saturday, 16th November
2.30 - 4.30 pm

UM01CBBA02 - Management of Micro, Small and Medium Enterprises

Total Marks: 60

Note: Figures to the right indicate full marks of the questions.

Q.1 Give various definitions of entrepreneur and entrepreneurship. [15]
 Briefly explain few important characteristics to be a successful entrepreneur.

OR

Q.1 Define MSME as per MSME Act. Enlist factors due to which [15]
 opportunities in MSME are enormous. Explain any three of them in detail.

Q.2 Write note on:
 (a) Coir Board: Objectives and Schemes [08]
 (b) Marketing Assistance Schemes implemented by NSIC [07]

OR

Q.2 Write note on:
 (a) KVIC [08]
 (b) Cluster Development Programmes [07]

Q.3 Write on Central Government Policies related to
 (a) Reservation Policy [08]
 (b) Licensing Policy [07]

OR

(a) Foreign Investment Regulations [08]
 (b) Labour Policies [07]

Q.4 Write on:
 (a) IPR (Intellectual Property Rights) [08]
 (b) WTO [07]

OR

(a) NSIC [08]
 (b) SIDBI [07]

