

[147]

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

F Y BBA (ITM) - 3 Years

Semester I

External Examination October/November 2018

Day: Friday

Date: 26th October, 2018

Session : Afternoon

Time: 02:00 P.M. TO 04:00 P.M.

Subject Code: UM01DBBI23

Subject Title : Management for MSMEs

Total Marks: 60

Note:

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

Figures to the right indicate marks

Q.1 Describe the term entrepreneurship. Also explain Key Challenges and steps involved in setting up MSMEs. [15]

OR

Q.1 What you understand by the word entrepreneur? Explain characteristics of an entrepreneurs. [15]

Q.2 Discuss how government support for MSMEs from skill development and market linkages perspectives. [15]

OR

Q.2 Write short note on

(A) Technology upgradation and government support for MSMEs [08]

(B) Cluster development & finance availability for MSMEs [07]

Q.3 Describe the MSME Development Act (Amendment) Bill, 2015 in detail. [15]

OR

Q.3 Write short note on

(A) ASPIRE [08]

(B) E-Governance Initiatives [07]

Q.4 Discuss concepts of IPR and INSME in detail. [15]

OR

Q.4 (A) Write short note on World Trade Organization (WTO). [08]

(B) Discuss the concept of Bar Coding in brief. [07]

—X—

(1)