

**R15****Code No: 721CU****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, December - 2018****MICRO SMALL MEDIUM ENTERPRISES MANAGEMENT****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 Marks = 25**

- 1.a) What are Micro, Small and Medium Enterprises (MSME) and how MSME (Manufacturing) are different from MSME (Services)? [5]
- b) Why do people become entrepreneurs? Describe the common personality traits of successful entrepreneurs. [5]
- c) Briefly explain the important facets of project analysis highlighting the key aspects in each case. [5]
- d) How can a bank or creditor identify incipient stress in MSME account? Explain in detail. [5]
- e) Outline the salient features of the Credit Guarantee Fund Scheme for MSEs (CGMSE). [5]

**PART - B****5 ×10 Marks = 50**

2. Discuss the role and contribution of Medium Small and Micro Enterprises (SMEs) to Indian economy. [10]

**OR**

- 3.a) What are the export opportunity areas for MSMEs in India? Explain briefly.
- b) Examine, critically, the role played by SMEs in employment generation in India. [5+5]
4. Discuss the major factors a prospective entrepreneur should consider while selecting the location of a business. [10]

**OR**

- 5.a) Critically analyze the reasons for the rise of women entrepreneurship in India.
- b) Highlight the key challenges faced by women in running the business enterprises successfully. [5+5]
6. Explain the role of IDBI and SIPCOT in financing of Entrepreneur. [10]

**OR**

- 7.a) Explain the inter relationship between Project formulation and Financial institutions.
- b) Explain the various processes of lending for a project. [5+5]

8. Discuss, in detail, the CRISIL's rating methodology for SMEs. [10]
- OR**
- 9.a) Describe the salient features of the Marketing assistance scheme of the ministry of MSMEs?
- b) How is it different from the MSME ministry's Procurement and Marketing Support Scheme (P&MS)? [5+5]
10. Explain the key measures taken by the government for according priority and providing other facilities to support MSME Exports. [10]
- OR**
11. Discuss in detail the support services provided by NSIC to MSMEs in various areas of their operations. [10]

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