

R17**Code No: 743AM****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2018****MSME 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) Explain how SMEs are playing an important role in Indian economy? [5]
- b) "Identification of Business opportunity is critical for success of SMES". Explain. [5]
- c) Discuss the appraisal system for bank loan. [5]
- d) Explain the management of NPAs. [5]
- e) Explain the role of SISI in promoting entrepreneurship. [5]

PART - B**5 × 10 Marks = 50**

2. Explain the problems and challenges of MSMEs in current business scenario. [10]
OR
- 3.a) Discuss the importance of SMEs Employment enhancement.
b) What are the business opportunities of in modern era? [5+5]
4. Enumerate the formalities for setting up an enterprise. Explain. [10]
OR
- 5.a) Discuss the advantages and limitations of rural entrepreneurship.
b) "Success of enterprise depends on suitable location". Discuss. [5+5]
6. Explain the long term and short term finance source of MSMEs. [10]
OR
- 7.a) What are the state level institutions for supporting the MSMEs.
b) Explain the role of SIDCO. [5+5]
8. Discuss the MSME's management of product line. [10]
OR
- 9.a) What are measures to take restructure and revival of the sick industry?
b) How can you evaluate the entrepreneurial performance? [5+5]
10. Explain the role of government for promoting MSMEs. Discuss. [10]
OR
11. What is the role of NIESBUD for promotion of entrepreneurship? [10]

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