

**576486(76)**

**M. B. A. (Fourth Semester) Examination, 2020**  
*APR-MAY*  
**(New Scheme)**

**(Management Branch)**

**(Applied Elective Theory)**

**MANAGEMENT of SME & FAMILY BUSINESS  
(NEW)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : The paper comprises of 5 questions having parts (a), (b) & (c). Part (a) in every question is compulsory. Thereafter, attempt any one amongst (b) and (c).***

1. (a) Define Micro, Small & Medium Enterprises in accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006.

- (b) Give a detailed note on the importance and role of MSMEs in Indian Economy. 10
- (c) Explain the various Steps in setting up a small unit. 10
2. (a) What do you understand by external environment for MSME? 6
- (b) Give a detailed note on Planning for Success in Small and Medium Business. 10
- (c) What do you understand by the term crisis? How crisis is managed in Small and Medium Scale enterprise? 10
3. (a) What do you understand by external environment for MSME? 6
- (b) Give a detailed note on Planning for Success in Small and Medium Business. 10
- (c) What do you understand by the term crisis? How crisis and time is managed in Small and Medium Scale enterprise? 10

4. (a) Define Family Business. Also explain the characteristics of a Healthy Family Business. 6
- (b) Explain the various components for governing Family Business. Also explain the responsibility and rights of family shareholders. 10
- (c) Give a detailed note on improving family business performance through Succession Planning. 10
5. (a) Explain the importance and objective of CII. 6
- (b) Give a detailed note on using technology for leveraging business expansion. 10
- (c) Write short notes on : (any **two**) 10
- (i) NASSCOM
  - (ii) FICCI
  - (iii) MCCI