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(July)

COMMERCE

(Honours)

(**Small Enterprise Management**)

(BC-604)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What are the responsibilities of the Financial Manager in a small business enterprise? 8
- (b) Appreciate the importance of working capital for successful functioning of a small manufacturing concern. 7
- Or*
- (a) State the significance of Cost of Capital in a small firm. 8
- (b) What is 'Receivables Management'? How is it useful for a small enterprise? 7

2. "Fitting the worker to the job is the most important step in promoting individual efficiency and adjustment in industry." Examine the statement in the context of a small enterprise. 15

Or

- (a) Is the use of incentive wage plan desirable in small business? Justify your answer. 6
- (b) Describe an optimum performance appraisal system. 5
- (c) Why should one know the laws relating to contract to manage a small business? 4
3. (a) Discuss the need for the selection of a proper location for a small manufacturing enterprise. 7
- (b) What are the problems associated with poor plant maintenance? 4
- (c) State the importance of quality control in small enterprise. 4

(3)

Or

- (a) Briefly highlight the objectives of material control. 5
- (b) What purposes do Bin Card and Stores Ledger serve? 5
- (c) What is EOQ? How is it determined? 5
4. (a) Define channel of distribution. Point out the relative role of different channels of distribution. 2+6=8
- (b) Explain Market Segmentation. What criteria are normally used for segmenting a market? 2+5=7

Or

- (a) Define services. Distinguish between products and services. 5
- (b) What makes franchising different from other forms of business? State its relative merits and demerits. 10
5. (a) What do you mean by Accounting Concepts? Explain any two. 2+6=8
- (b) Explain the various steps involved in accounting. 7

(4)

Or

- (a) How is a Balance Sheet useful for a small entrepreneur? 5
- (b) "Ratios like statistics having a set of principles and finality about them at times may be misleading." Explain the statement. 10
