

Name:  
Enrollment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBAFT**  
**Subject/Course: MSME**  
**Course Code: INTB3007**

**Semester : IV**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrollment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

<b>Section A</b> <b>Attempt any 5 questions</b>		<b>Marks</b>	<b>Cos</b>
Q1.	Define Entrepreneurship. Which 3 components constitute basics of entrepreneurship. Which qualities are required to be successful entrepreneur and which is most important?	4+6 10 = 20	CO1
Q2.	How has definition of MSMEs evolved over a period of time. What changes has present govt. done in the definition during present circumstances of COVID19? What impact will have it on their operations?	6+9+5= 20	CO2,4
Q3.	Consider an example of product and explain the marketing challenges a firm will face in order to launch it successfully.	20	CO3, 4
Q4.	How did FAB India develop a strong value chain across the country in Textile sector? While stating the products being introduced by the company explain how has it helped MSMEs.	10 +10= 20	CO2,4
Q5.	Define Cluster. How does this methodology help different stakeholders to work in collaboration for progress of region, increase in productivity of the company? Take an example of any Indian cluster to explain.	4+16= 20	CO1,4
Q6.	What challenges a MSME face to run their operations? What steps has government undertaken to support these companies for overcoming these challenges. State with examples for each challenge respectively.	10 + 10 = 20	CO2,3

