

**6/H-76 (xv) (b) (Syllabus-2015)**

**2 0 1 8**

( April )

**COMMERCE**

( Honours )

**( Small Enterprise Management )**

(BC-604)

*Marks : 75*

*Time : 3 hours*

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

1. What are the factors generally taken into consideration while planning capital structure of a small enterprise? 15

*Or*

- (a) What are the various sources available to small-scale businessmen for raising working capital? 10
- (b) How is financial leverage different from operating leverage? 5

( 2 )

2. (a) Elaborate the selection procedure adopted in small-scale enterprises. 7  
(b) Discuss the various methods of training the employees in small sector. 8

Or

Discuss the regulatory laws in practice with regard to small-scale enterprises in India. 15

3. (a) "Location plays a vital role in the determination of earning power of a new project." Elucidate. 8  
(b) Discuss the various types of plant layout. 7

Or

(a) What do you understand by material control? How is it planned and organized? 10

(b) What are the levels of inventory which are set for material control? 5

4. (a) Discuss the different criticisms levelled against advertising. 6

(b) Which channel of distribution would you consider most appropriate for a low-priced mass consumer product such as soap to be sold all over India? Give reasons for your selection. 2+7

8D/1900

( Continued )

( 3 )

Or

- (a) Discuss the decision-making process leading to buying decisions. 7  
(b) What is price? Discuss the factors that influence the pricing of commodities. 2+6

5. (a) State the advantages of accounting ratios. 5  
(b) Explain the ratios which you would use for the purpose of evaluating the short-term and long-term solvencies of a business. 10

Or

(a) What are the important accounting records you would advise a small-scale manufacturing enterprise to maintain? 7

(b) Write notes on any two of the following : 4+4=8

- (i) Accounting period concept  
(ii) Money measurement concept  
(iii) Business entity concept  
(iv) Convention of consistency

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8D—3000/1900

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