

- Instruction :** 1) Attempt all questions in Section - I
 2) Attempt only three questions in Section - II
 3) Figures to right indicate full marks.

Section - I

- Q.1 **Expand & Explain the following Abbreviations. (any five)** 15
- 1) MSSSI
 - 2) IDBI
 - 3) NSIC
 - 4) ICICI
 - 5) STC
 - 6) SIICOM
 - 7) KVIC
 - 8) MIDC
 - 9) SFC
 - 10) SIDBI

- Q.2 **Case study : Quality Bathing Soap.**

Navin Mehta a fresh chemical engineer, developed a new detergent during his MTech. course. Upon passing out he invested a small capital to start manufacturing and selling the detergent under the brand name : NIPPO, coming from middle class family himself, Mehta decided to price his detergent much lower than the other detergent available in the market at that time. His pricing strategies paid rich dividends and NIPPO became an instant success. Using his newly acquired financial strength. Navin developed a premium quality bathing soap with a unique colour and perfume combination. Although, the cost price of this soap was itself high, Navin again priced it substantially lower to a comparable product in the market by maintaining a low profit margin.

Questions :

- 1) Since Navin's small business unit is trying to excel, would you like to suggest marketing strategy to market his SSI products? 05
- 2) Do you feel Navin committed a pricing mistake in the case of the bathing soap? Give reasons for your answer? 05
- 3) Write a brief note on "Suggestions to NIPPO Business Strategic Planning to grow at a faster pace". 05

Section - II

- Q.3 Define small scale industry. Explain factors responsible for success of SSI unit. 10
- Q.4 What are the different forms of organisation available to SSI units. Discuss its merits. 10
- Q.5 **Explain in brief :**
- a) Financial & cost Records of SSI
 - b) Different taxation records of SSI 10
- Q.6 Explain the different methods of marketing SSI. Product, including Central Government purchase Scheme. 10
- Q.7 Discuss the measures for development of SSI units for exports. 10